

# LIFE



SPRING SHOWER

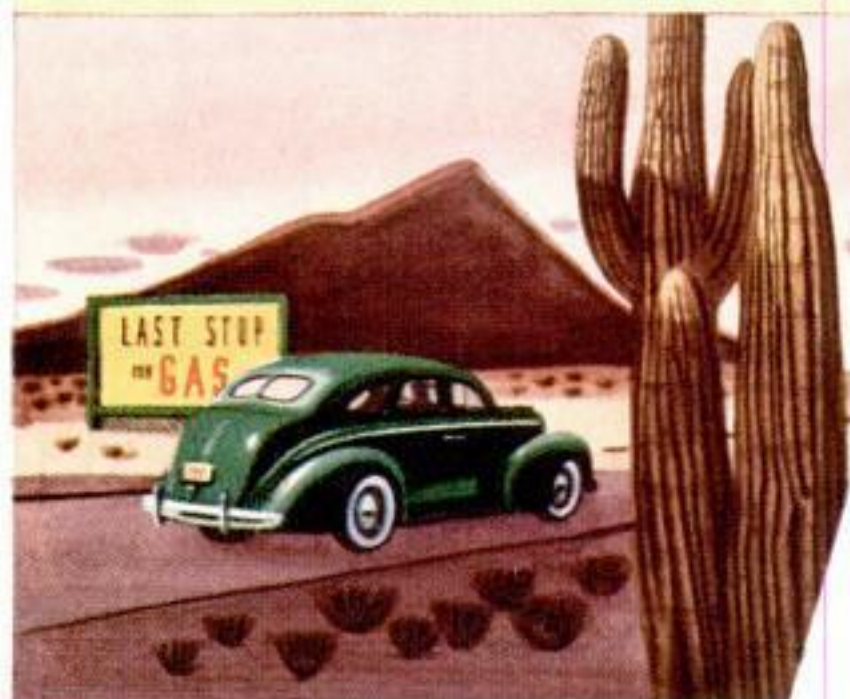
MARCH 27, 1939

10 CENTS





**SILENT AS MOONLIGHT** . . . a magical Fourth Speed Forward\* floats you down the highway effortlessly. New soundproofing, special with Nash, gives you the most restful ride in your experience.



**PASS UP** the gas stations. New Nash-LaFayette engine betters 1938 economy by 10%; flashes from 15 to 50 MPH in 13 seconds, in high gear!

# WHEN THE *Real Thing* COMES ALONG

THEY SAY THERE'S ONLY ONE in every man's life . . . only one girl who ever really mattered.

For it's the way of the world—that the Real Things happen but once.

So we wonder what's going to happen to you when you drive a new Nash . . . when you and 3300 pounds of silent steel go flashing off to a pinpoint on the far horizon!

. . . when an engine runs, but you don't hear it . . . when a "click" of a Fourth Speed Forward sends you bursting into a new range of exciting performance . . . when a wheel in your hands turns light as a feather, and nimble gears seem to read your mind.

. . . when you see people outside fighting the cold, raw wind, while you're basking in "Weather Eye" warmth—in fresh air delivered from next June!

. . . when ruts and street car tracks skim under you unnoticed . . . and no wailing wind or road noise tips off your speed.

We predict that before the fifth mile, you'll know why there's a bed built into a Nash . . . an oversize gasoline tank behind, and an all-revealing windshield in front.

For you're going to go adventuring . . . to those far-off places lesser cars could never take you.

You've found the Real Thing—at last.

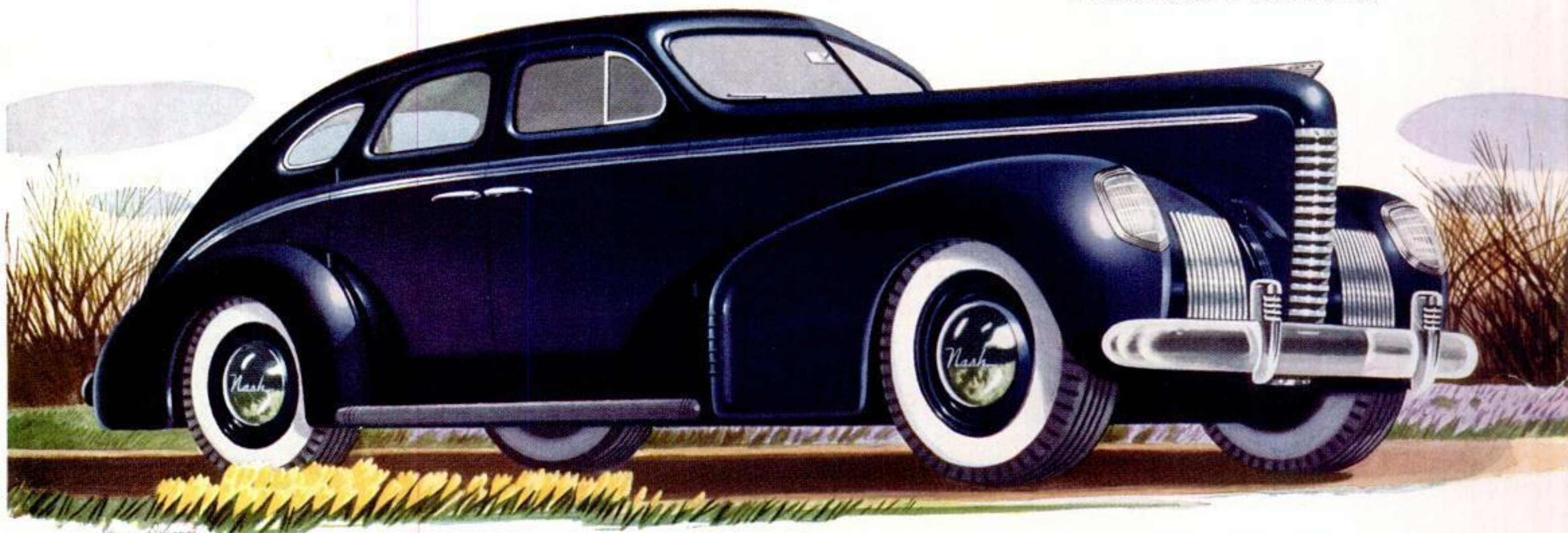
. . .

It's a wonderful car . . . best we've built in 24 years of fine automobiles. It's as eager to go as it looks—no garage can hold it! And you're going to want it . . . as badly as you did your first bicycle.

We're happy as you are about prices—ten models next to the lowest. So why wait? Any day is a wonderful day in a Nash!

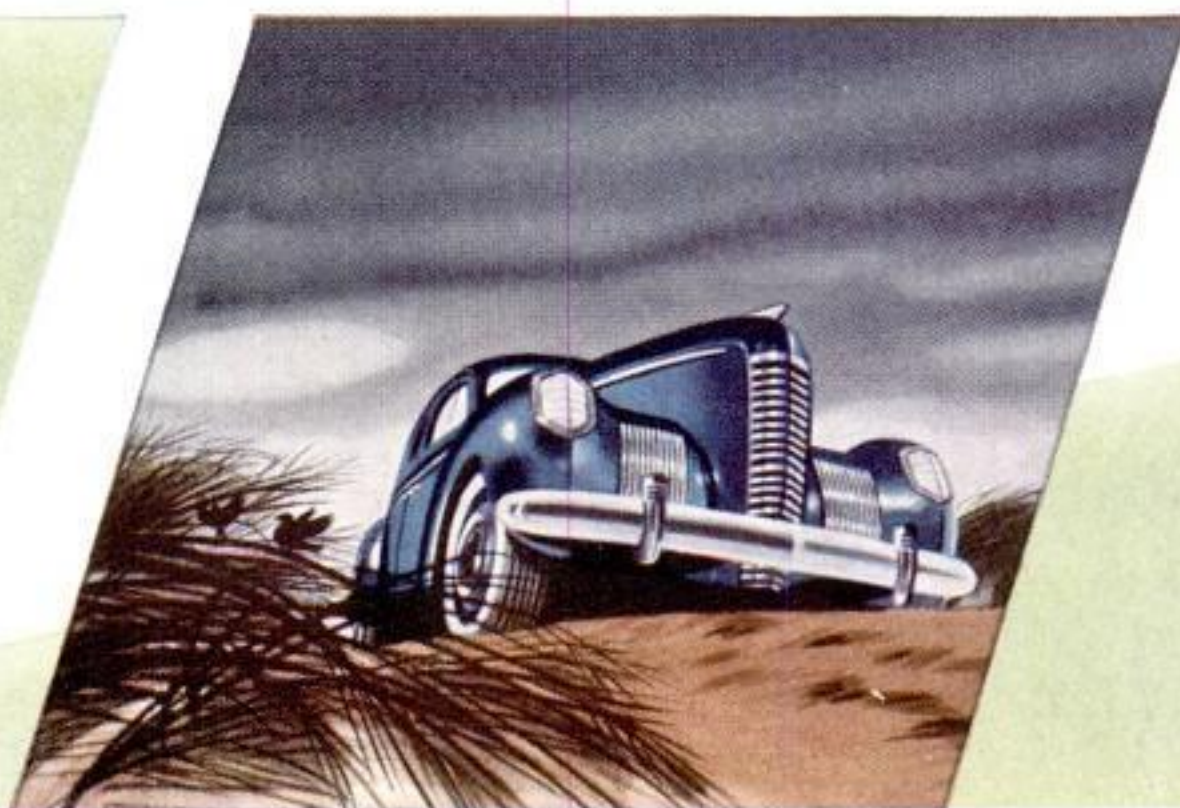
Four Series of Great Cars, 22 Models . . . \$770  
10 Priced Next to the Lowest . . . delivered  
at Factory . . . as Low as \$770, Standard  
Equipment and Federal Taxes Included.

(\*Optional Equipment—Slight Extra Cost)



The 4-Door Sedan, 117-inch Wheelbase, is \$840 delivered at Factory, with Standard Equipment and Federal Taxes Included. (White Sidewall Tires and Rear Wheel-Shields are Optional at Extra Cost.) 1800 Dealers from Maine to California to serve you. NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.

**MAD MARCH WINDS** can blow hot and cold . . . but inside your Nash the "Weather Eye"\* maintains fresh, air-conditioned warmth . . . free of dust, dirt, or drafts.



*It's that New* **NASH**  
THE CAR EVERYBODY LIKES



# HEADACHE strains your NERVES

## Take Bromo-Seltzer. Millions do!



WIMBLEDON, 1937

Budge leads American team to its first Davis Cup victory in 11 years. His backhand is famous.



FOREST HILLS, 1938

Budge adds the American championship to his French, English and Australian titles.



CHAMPION BUDGE

holds the cup, symbol of the national singles title. He says: "Bromo-Seltzer relieves headache—helps restore co-ordination."



CHAMPIONSHIP TENNIS  
CALLS FOR A CLEAR  
HEAD—NERVES LIKE  
STEEL. I LIKE  
**BROMO-SELTZER**  
BECAUSE IT NOT ONLY  
RELIEVES MY **HEADACHE**  
PROMPTLY—IT ALSO  
STEADIES MY **NERVES**

## DON BUDGE

Leading tennis player in the world, Donald Budge set a new high in tennis in 1938, winning the four major titles in one year. Recently he toured the United States professionally—playing in 77 cities in 100 days.

WITH A HEADACHE, your nervous system is disturbed. You feel irritable, depressed, find it hard to concentrate. That's why headache is best treated with a remedy made to do at least 2 things . . . relieve pain fast and steady your nerves.

Bromo-Seltzer does both. Tests by a group of doctors have proved this.

Like Donald Budge, millions of successful people who must be poised, alert, take Bromo-Seltzer for headache.\* It works fast.

### Relieves pain—calms nerves

You, too, will like the quick relief it brings to a throbbing head and the way it relieves nerve strain, leaves you steadier, more alert.

Next time your head aches, why not take Bromo-Seltzer? Keep it at home always. Buy it at any drug-store—soda fountain.

\*For frequently recurring or persistent headache, see your doctor. For the ordinary headache, take Bromo-Seltzer.

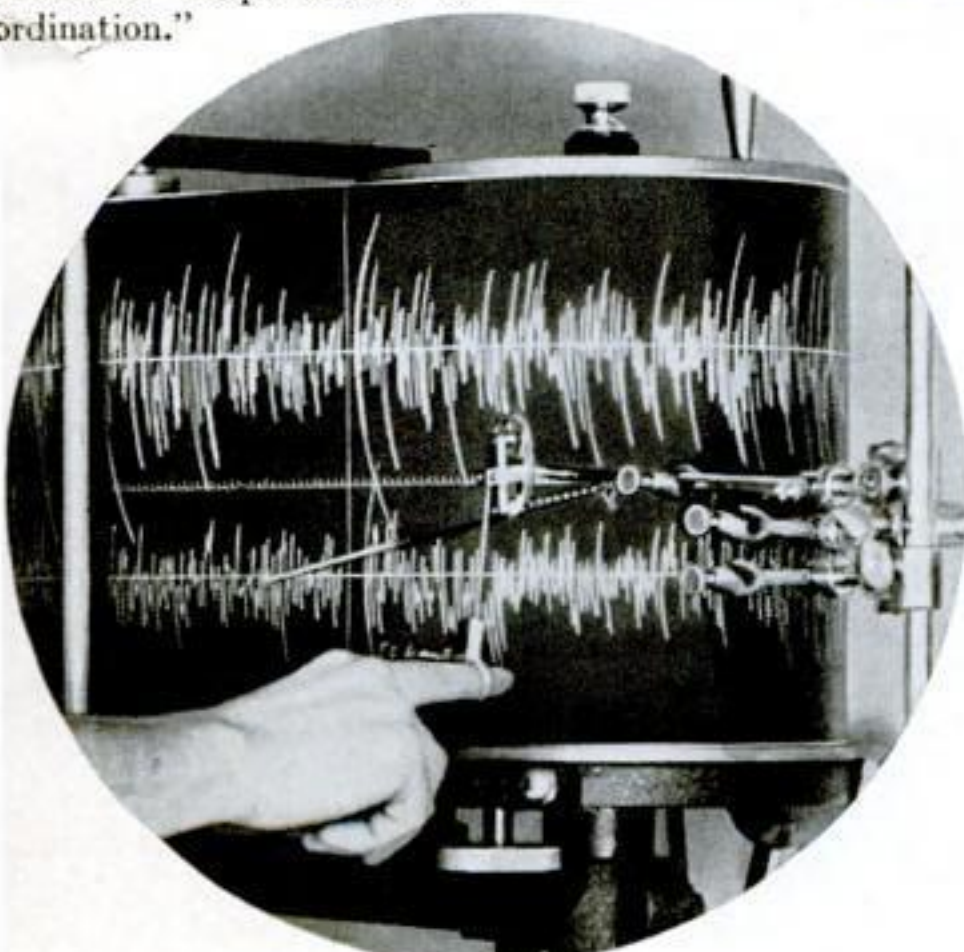
IT'S FOOLHARDY TO "BAIL OUT"  
WHEN YOUR HEAD ACHES.  
**BROMO-SELTZER** IS SWELL  
FOR HEADACHE—SWELL FOR  
CALMING NERVES



PARACHUTE JUMPING takes split-second thinking! Joe Crane has made 688 thrilling exhibition jumps—sometimes jumps with 4 chutes at a time. "I can't risk being jittery," he says. "Bromo-Seltzer leaves me steadier."



MANAGER EMPIRE STATE Observatories—only woman to climb the famous aerial pole—Mrs. Julia Chandler. She greets over 1,000 sight-seers a day, broadcasts daily, says: "I'm too busy to indulge in headache, frazzled nerves. That's why I take Bromo-Seltzer."



NERVE TEST! The tremograph measures nerve steadiness. The subject's finger is attached to a "writing arm" which he tries to guide along a straight line. The "jittery" arcs (top) were made by a man with headache. The steadier arcs (bottom), made by the same man after Bromo-Seltzer, indicate calmer nerves.

When headache comes, think of your nerves—  
*take* **BROMO-SELTZER**



This One



2J2Y-ZGU-1CTD



## "PROTECTING THE AMERICAN HOME"



Vermont, in 1777, was the first State in this country to adopt universal manhood suffrage. All other States up to that time made the right to vote dependent upon property ownership or a specified income.

## Vote for Safe Saving

It is every man's privilege to decide how he elects to save money. But, remember, *saving* money is far different from *having* money that has been saved.

So, ask yourself this question before you make your next investment, "Do I want absolute safety, or am I willing to risk losing what I've saved?"

If you want absolute safety, you will invest in life insurance, particularly if you have others dependent on you.

The uncertainty of most market investments is shown by how little wealth men leave behind. In a 12-year survey of the national wealth made by the Federal Trade Commission in a period when our country was enjoying

unusual prosperity, 24 counties were searched to see what the average man leaves to his heirs. To avoid lopsided averages, counties were selected typical of rural, town and city populations.

The results were startling. Few of the 184,000 estates examined showed much life insurance, and 91% of them had an average value of less than \$3,600, while *over 76% of them showed an average worth of only \$258.*

How different if these men had put more of their savings in life insurance! The values in life insurance policies never fluctuate but will be there for you, plus, when you or your family most need money.

## NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**  
MONTPELIER,

*A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON—  
NATIONAL LIFE Insurance Co., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children  
☐ Protection for my family ☐ A retirement income for myself

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_  
Business or Home Address \_\_\_\_\_

## LETTERS TO THE EDITORS

### Mein Cramps

Sirs:

Referring to your ad (LIFE, March 6) about its being a well-known fact that very few people eat magazines, I should have just taken your word for it and let it go at that.

But instead I went ahead and tried to digest a little of Mr. Hitler's *Mein Kampf* in the same issue, and what I've got now feels like an advanced case of ptomaine. You're always right.

MRS. WINI COVE

Brighton, Mass.

### Fascism in America

Sirs:

A salute to LIFE for the devastating presentation of Fascism in America (LIFE, Mar. 6). It is a striking demonstration of the evidential power of the picture, and is alone worth more than thousands of words in uncovering for the benefit of your readers a menace which has only recently been suspected by the people of the United States. The feature is a challenging editorial stroke in behalf of an informed democracy.

GUY EMERY SHIPLER, Editor  
*The Churchman*,  
New York, N. Y.

Sirs:

Thank God in the high heavens for men like Father Coughlin, Pelley, Christians, Winrod, Moon, Edmonson, True, Hunter, Clark, Dunn and all the rest of the True Americans and Lovers of Freedom and Purity of Government. But I am not convinced that even these men and their publications can save the Gentiles and Americans from total and complete domination of Communists.

LOUIS R. MILLS, D.C.

Sedalia, Mo.

Sirs:

By publicizing the psychopathic attitudes of Fascist groups you have brought to the attention of thinking people (and the Dies Committee, I hope) the greatest menace to democracy in this country. Many North Carolinians must feel shame, as I do, because William Dudley Pelley is harbored here; and I believe many will repudiate, as I do, Senator Robert Rice Reynolds.

WALDO F. McNEIR

Chapel Hill, N. C.

Sirs:

Enclosed herewith you will find a photograph (see cut) which was made of



REYNOLDS IN REINDEER

me last summer at Nome, Alaska, in a reindeer fur coat.

Perhaps you might wish to add this to your collection.

ROBERT R. REYNOLDS

United States Senate  
Committee on Foreign Relations  
Washington, D. C.

Sirs:

Your Jew-Bolshevist-Negro publication is a liar and should be burned to the ground for that article on Patriotic organizations. I am starting a boycott of you.

CHARLES LOEBES  
Assistant General

American Patriotic Militia of Los Angeles  
Los Angeles, Calif.

P.S. This note is not good in form but neither will Time and Life building when in ashes.

Sirs:

Congratulations on your stories concerning Fascism—the Bund Meeting, and Fascism in America.

Am sorry only that you didn't get pictures of Dorothy Thompson too. I think she's got something there—that laughter. As LIFE so sanely points out, our one great danger from the Nasties is to let them get us all worked up. But surely the American people, with their native sense of what's funny and their love of laughter, won't be misled long by gesticulating stuffed uniforms! Why, I could laugh without half trying at these puffed-up, bellowing little men in their ridiculous uniforms, and at their stiff-armed salutes which remind me of nothing else than a bunch of overfed little boys asking Teacher if they may go to the Boys' Room.

JEAN BAIRD FERRIS  
Detroit, Mich.

Sirs:

This clear and impressive study is, to my mind, an effective and important contribution to the propaganda which democracy must use if it is to make any progress against the tremendously powerful fascist propaganda.

THOMAS MANN  
Princeton, N. J.

### Toast to Tallulah

Sirs:

I congratulate LIFE on its choice of covers from the layman viewpoint. Your comments anent Tallulah Bankhead in the March 6 issue are most gratifying. Her performance in *The Little Foxes* left me tense and thrilled to the fingertips. Having seen the great Tallulah in all stage and screen appearances, and having met the electric lady, I rejoice that such an artist has a play worthy of her. LIFE is to be congratulated in its subtle appreciation of a play, which to miss, is to miss theater at its best.

CALDER B. VAUGHAN  
Chicago, Ill.

### East Prussia Irredenta

Sirs:

What has LIFE's cartographer done with the province of East Prussia?

In your issue of March 6 you have a map showing pre-Hitler Germany and Hitler's grabs. But no sign of East Prussia. Does that mean that this province of 14,283 sq. mi. and 2½ million inhabitants is no longer a part of Germany?

Wait till Hitler sees your map! I'm sure he'll immediately start a campaign to regain that lost province and thus will create a new crisis. And all that will be your fault!

F. E. THOMAS  
London, Ontario

● LIFE hastens to reassure Herr Hitler that East Prussia is still his. A careless cartographer neglected to mark it on the map.—ED.

### Broun Study

Sirs:

Congratulations on your Heywood Broun Close-Up of March 6. I was afraid that the Close-Ups would detract from the aim of LIFE, the Picture Magazine, but after such an interesting sketch as Mr. Hellman's, I have little grounds for any fears.

Just one other thing—I rather missed any mention in the article of Clare

(continued on page 4)



Take it from Claudette and Don  
You'll have the time of your  
Life (Adv.) at MIDNIGHT (A Paramount Picture)



"Not a bad line for an old timer, Mr. Barrymore"



"I fear you're a bit of a two timer, Mr. Lederer"



"All I can say is your time is my time, Mr. Ameche"

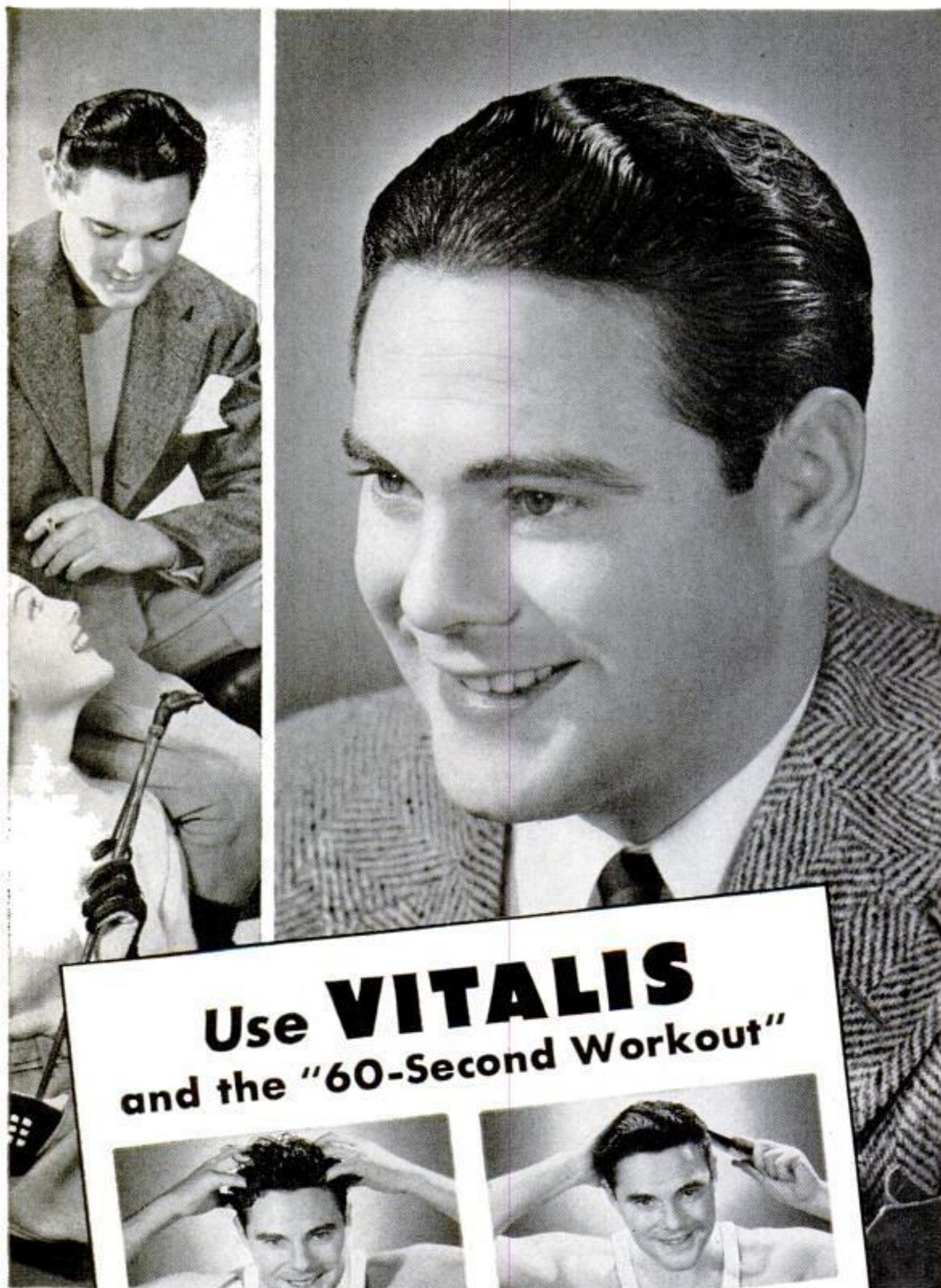


Time to see Paramount's Springtime triumph of love and laughter

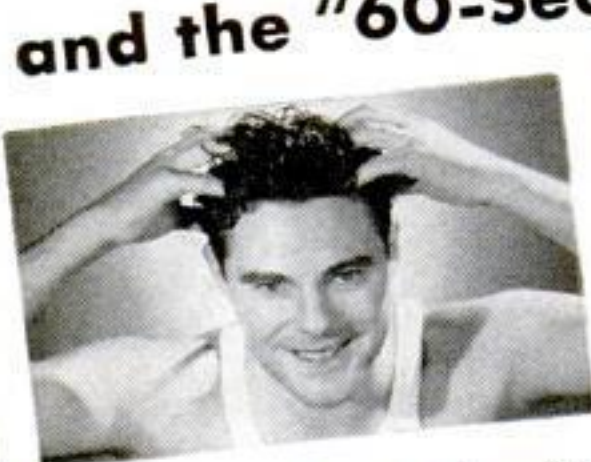


# Well-Groomed Hair

## is a Social and Business Asset!



### Use VITALIS and the "60-Second Workout"



**1 50 Seconds to Rub**—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance!



**2 10 Seconds to Comb**—Your hair has a natural lustre—but no trace of that objectionable "patent-leather" look.

**SUCCESS** gets more difficult every year. Opportunities are fewer—the competition keener. To go places, a man must make every asset count. And that's why thousands of men use Vitalis and the famous "60-Second Workout" for better-looking—and healthier—hair.

**YOUR HAIR'S HEALTH**—With your fingertips, massage Vitalis briskly on your scalp. Enjoy the exhilarating "tingle" of aroused circulation. Your scalp becomes looser, more flexible, as that tight, restricted feeling disappears. And, with each "Workout", you rout loose, unsightly dandruff and help to prevent excessive falling hair.

**YOUR HAIR'S GOOD LOOKS**—Good grooming comes naturally with Vitalis. Your hair takes on a rich, fine-looking

lustre as the pure vegetable oils of Vitalis supplement natural oils of the scalp. Your hair responds easily to comb and brush, and remains in place. How much handsomer it looks! And there's never a trace of that objectionable "patent-leather" look.

Today, get a bottle of Vitalis at any drug store. Begin using Vitalis and the famous "60-Second Workout" at once. Have healthier, well-groomed hair—hair that's a business and social asset—admired by men, and women especially.

#### Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in the new, sanitary Seal tubes. Be sure to insist on Vitalis Seal tubes!

**VITALIS HELPS KEEP HAIR HEALTHY AND HANDSOME!**

### LETTERS TO THE EDITORS (continued)

Boothe's wonderful representation of Broun in *Kiss the Boys Goodbye*.

HERBERT B. SHANNON  
Cambridge, Mass.

#### Fair Enough

Sirs:

Thanks for your exposé of the Golden Gate Exposition (LIFE, March 6). I would have certainly felt robbed to have traveled halfway across the continent to see Screwy California's 1939 Wild West.

I had decided on the West but am doing a right-about-face for the New York Fair, where Pegler says there are to be no Nude Ranches.

EDWARD J. SLYGH  
River Forest, Ill.

Sirs:

As a San Franciscan, I have been at a disadvantage in trying to convince some of my Eastern friends that the San Francisco Fair was a marvelous thing to behold.

Your splendid pictures will now serve as conclusive proof to any skeptics. In all fairness to New York, I hope the readers will not get the impression that San Francisco is the only city holding a Fair.

J. E. PRISIN-ZANO  
Washington, D. C.

#### Mickie No Mexican

Sirs:

In LIFE, Mar. 6, there appears a picture on page 13 beneath which it states: "A Mexican rides fancy figures in a San Francisco pre-Fair parade."

The rider is Mickie Eisse, of 232 South Broadway, Redondo Beach, Calif. and the horse belongs to him.

Please be advised that Mr. Eisse was born in the United States of America, of



MICKIE EISSE

Italian parentage. He served during the World War and is at the present time a substantial business man in his community. He has never been to Mexico and is not a Mexican.

JOSEPH L. FAIRER  
Los Angeles, Calif.

● He was, however, dressed in caballero costume. The illusion was too good.—ED.

#### Wonderful Ten Minutes

Sirs:

I cannot question the accuracy of your statement in your Mar. 6 issue that the remarkable airplane photograph of Treasure Island was taken at noon, Feb. 18. I did not arrive at the island until 12:10 p.m. on that day. I found it highly amusing, however, that during the ten minutes between noon and the time of my arrival, the following things had happened:

1. 100,000 people had entered the gates and jammed all the vacant spaces shown in your picture.
2. 14,000 cars had almost filled the auto park on the right.
3. Over 100 yachts and boats had anchored in the yacht harbor.

"TO SHAVE FAST, WITH COMFORT—

# DO AS BARBERS DO...USE COLGATE LATHER"

2 OUT OF 3 BARBERS USE COLGATE LATHER... THE FAST FRIENDLY SHAVE!

Signed

*Maurice J. Fashua*  
Asst. Mgr.,  
Terminal Barber Shop,  
Waldorf-Astoria,  
New York City

### 1. QUICK

because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.

### 2. SMOOTH

because its rich, small-bubble lather melts the beard soft at the base, so your razor cuts clean.

### 3. ECONOMICAL

You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

**BARBERS KNOW** from long experience that lather gives a smooth, easy shave, because it wilts whiskers soft and fast. And 2 out of 3 barbers use Colgate lather. For shaving at home, use Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather... loosens the film of oil on each hair of your beard... soaks it soft and limp, easy to cut off smooth and clean. Buy Colgate Rapid-Shave Cream today. Large size 25c. Giant size holding twice as much, only 40c. You can get 200 clean, friendly shaves in every 40c tube.

# COLGATE

## RAPID-SHAVE CREAM



Here's  
**REAL**  
orange juice  
—all ready to enjoy!



Now orange juice takes its place alongside other good things that come in cans.

And this is the kind of orange juice you've been waiting for—put up by the folks down in Florida where those rich, sweet, luscious oranges grow.

You know, of course, how good Florida orange juice is for you. It's loaded with vitamins and mineral salts. That's what makes it both a "builder-upper" and an "alkalizer." A glass at bedtime makes you feel better all next day!

Now that you can get real orange juice in cans, why not keep a good supply always on hand?

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

  
**FLORIDA**  
CANNED  
orange  
JUICE

Look for the word "FLORIDA" on the can if you want the best

4. The 200-ft. ski-jump which you show as just being started at noon was entirely completed at 12:10.
5. A dozen ferry boats had been put into Island service.
6. Thousands of flags had been hoisted to the breeze.
7. Dozens of huge fountains had been turned on in all their glory.
8. A dozen concessions and a large outdoor circus had been erected on the Gayway.

It was a remarkable ten minutes, which only goes to show you how we do things in California.

FRANK L. DEES

Berkeley, Calif.

● California is speedy but not that speedy. LIFE mixed its dates. The picture was taken the day before the Fair opened.—ED.

#### Rugby's Origin

Sirs:

A caption in your Feb. 6 issue says that Rugby football, as played in 1810 on the village green, was far from a gentle game, or words to that effect. Now the game known as Rugby football was not started until 1823. Soccer (known as football in England) was played prior to 1823 with slightly fewer rules than the game now has, and the game known as Rugby was nonexistent. A plaque on the headmaster's wall at Rugby School commemorates the beginning of Rugby football. I enclose a picture of it (see cut).

ARTHUR HOWE JR.

Rugby, England



PLAQUE AT RUGBY

#### Rats and People

Sirs:

Your pictures and captions about the rats gone crazy (LIFE, March 6) are so applicable to people that I hope they will help the thousands of men and women who use no more sense than these rats.

So many men dismissed from a job never stop to think that another type of work, another way of living, could conceivably be just as good, even better for them. Like the rats, when rebuffed they won't try another way, and still another, to find their solution, but let their emotions clutter their vision and leave them hopeless cases of depression or neurotics.

The picture of the rat still jumping at the door that once gave way, even after his rebuff, with the other door open and food staring him in the face, is so like several men I know who hammer away trying to get jobs along the line they have been fitted for, when all the time their hobby could be commercialized and become lucrative enough to live on, if not affluently, at least sufficiently, and best of all the man would be very happy, commercializing his hobby.

MIRIAM G. WATTLES

Washington, D. C.

Sirs:

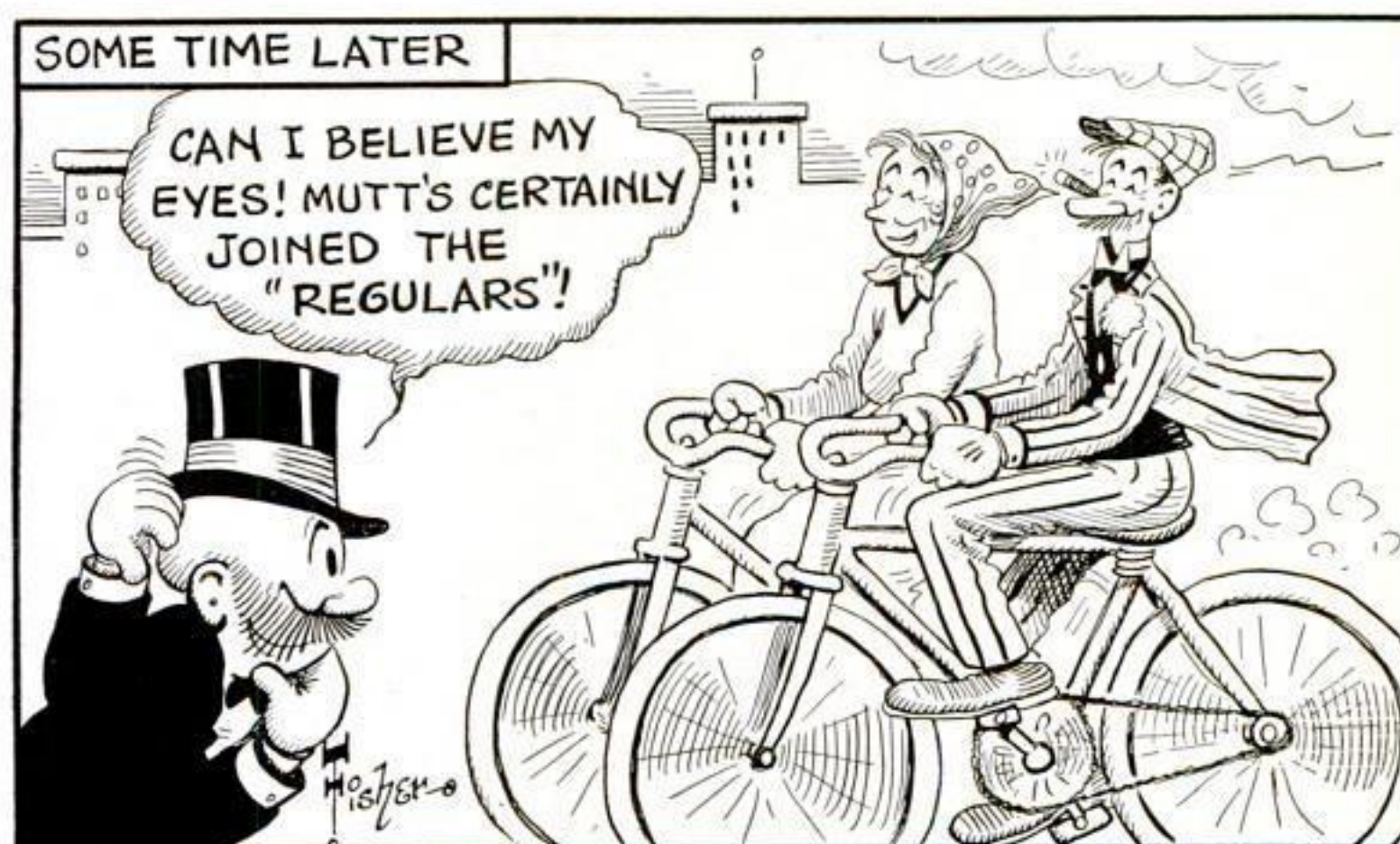
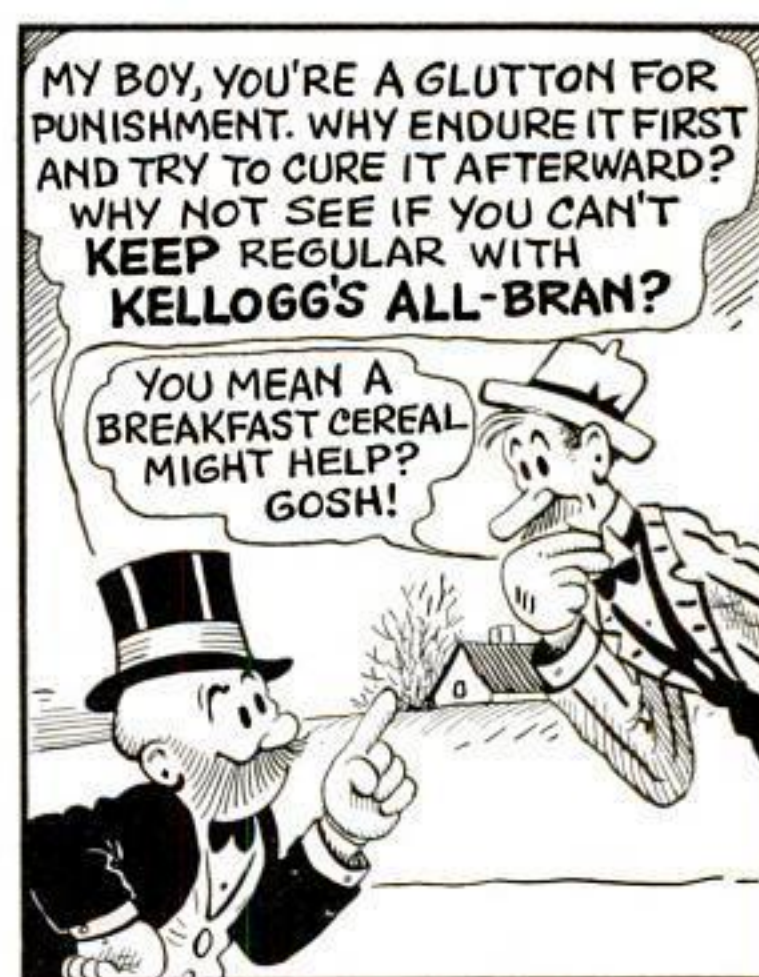
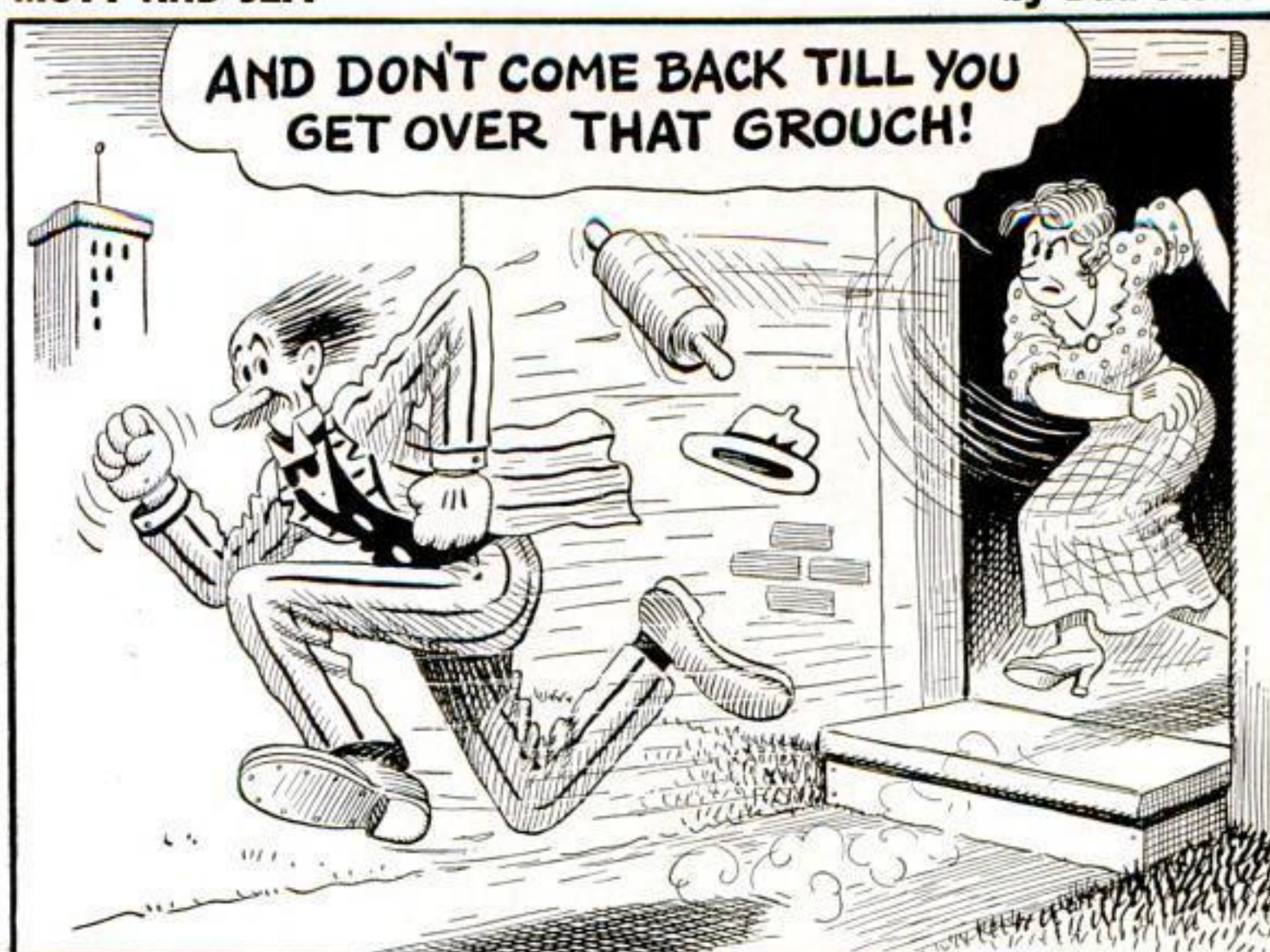
My sympathy goes out to Psychologist Maier's rat. For 35 years I jumped for my food like this neurotic rat, and then, about five years ago, somebody or something switched the cards on me. Since then I have been bumping my nose, trying to find a job. Hope evidently does not spring eternal in a rat's breast. This fellow gave it up in picture No. 7—while I am still bumping my nose.

J. E. PHELAN

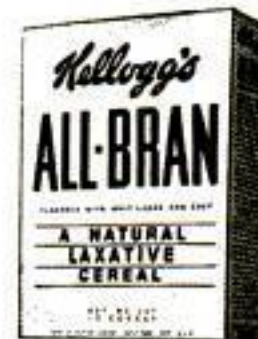
Chicago, Ill.

## MUTT AND JEFF

—by Bud Fisher



IS THERE really a better way to correct constipation than just bearing it first and trying to cure it afterward? There is, if it's the common kind that's due to lack of "bulk" in the diet. The better way is to get at the cause and prevent the trouble—with that crisp crunchy breakfast cereal, Kellogg's All-Bran. For All-Bran supplies just the "bulk" you need. Eat it with milk or cream every day, drink plenty of water, and see if the world isn't a lot brighter! All-Bran is made by Kellogg's in Battle Creek.



Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**



# SPEAKING OF PICTURES . . .

## . . . DR. HOLZ ANALYZES HANDWRITING



DR. ARTUR HOLZ

A hastily written z, a rambling m is all that Dr. Artur Holz (left) needs to find evidence that may send men to jail. Claiming to be the only handwriting psychologist in the world, he was until recently connected with the Vienna juvenile court and police department, world-famed for its experimental criminology. He can tell the personality of a person from a small specimen of handwriting with almost frightening accuracy.

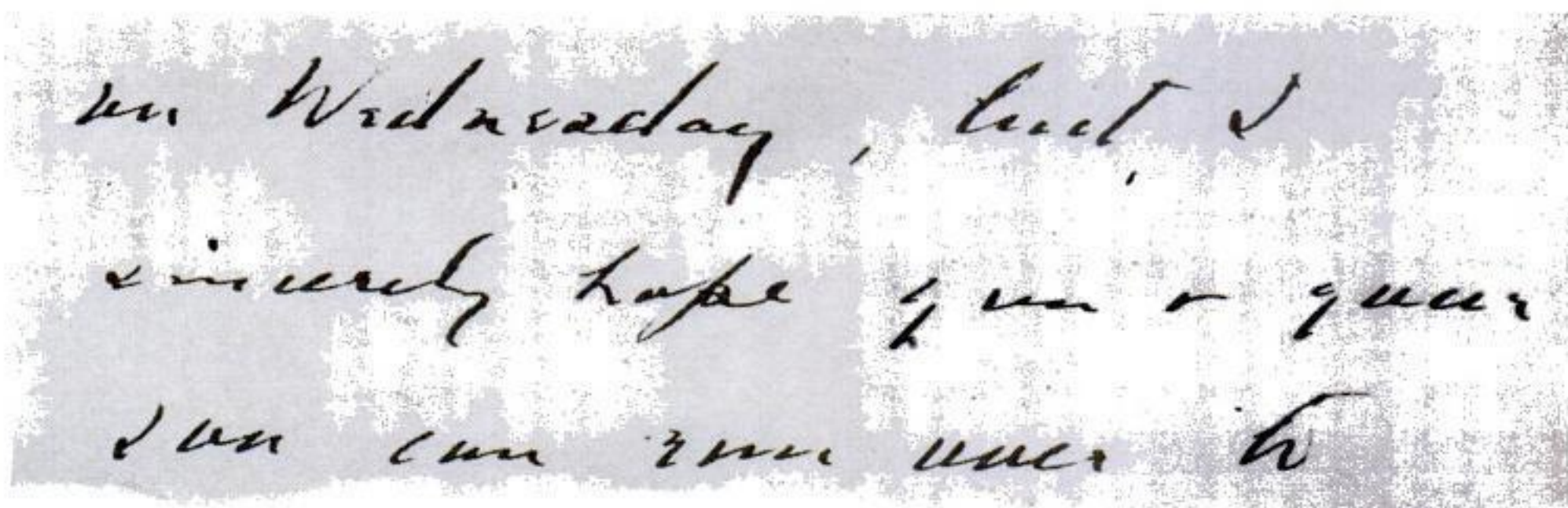
On these two pages Dr. Holz analyzes specimens of handwriting that LIFE gave him. Dr. Holz was not told the identities of the writers and LIFE made certain that the writing gave no clue. Instead of giving him a sample of the Pope's hand

written in the usual Latin or Italian, for example, he was given a sample that the Pope had written in English, which made no reference to anything religious. He was simply told the age of each subject and whether the person was man or woman.

After scrutinizing each sample from various angles, Dr. Holz rewrote a few of the words in order to feel the rhythm of the original writer. For the rest he relied almost wholly upon his uncanny intuition, bolstered by years of psychological study under Freud, Jung and Adler. Proceeding from the premise that a person's personality is unconsciously mirrored in his handwriting, he presented the startling analyses below.



PRESIDENT ROOSEVELT: "... AN IDEALIST ..."

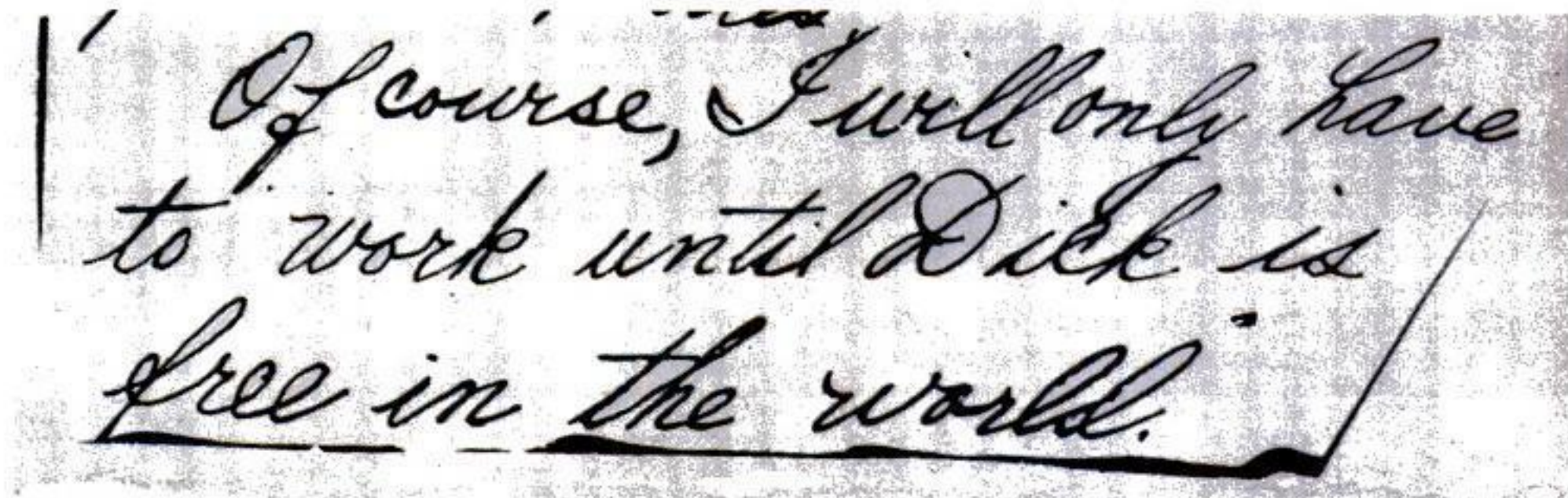


"The writer probably suffers from a paralytic body ailment. He wrote this while excited and overworked. He is not very diplomatic, but has the power to persuade people. He seems suited to oratory, especially in politics. His thoughts are idealistic and not always translatable into

reality. But once he makes up his mind, he is not easily swayed. He has a healthy sense of humor and can cleverly play the role of arbiter. His sense of social justice, critical reasoning, unselfishness and capacity for leadership predestine him for a leading role in public life."



HOPE DARE, EX-SHOWGIRL FRIEND OF DIXIE DAVIS

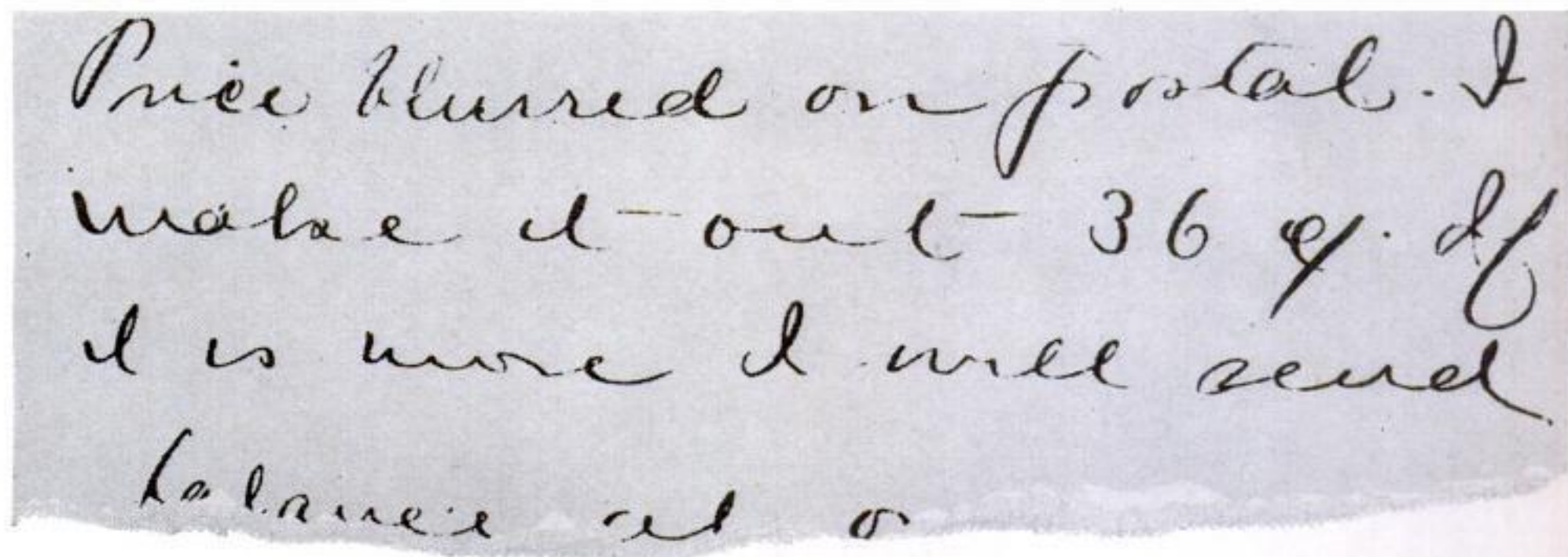


"The writer has a fighting nature. She comes from very modest circumstances. She is slim and graceful, but tough enough to find her way through life. She has a great deal of temperament and easily flies off the handle. She is energetic, ambitious and can adjust herself to many different

situations. She is a money-maker, but spends it frugally. She is such a slave to her instinct that if she forms a physical attachment to somebody she immediately reduces herself to a state of utter dependence. Fundamentally she is a very home-loving person and extremely fond of children."



CHIEF JUSTICE CHARLES EVANS HUGHES



"His capacity for work makes him seem amazingly young for his age. He has a special ability to take up an idea again and again, and to present it so consistently and convincingly that this idea asserts itself. Although he has many ideas, they never soar from a sound basis of reality. His

sarcasm and cynicism make him a difficult foe to contend with. Throughout life he has borne great responsibilities without getting nervous about them. He is a man of action who is free from baffling problems. He is conservative, but does not give the impression of stodginess."



*Yours Truly*

"This writer is a dangerous man. He cannot be overestimated as an opponent, because he is willing to pursue his brutal course ruthlessly, regardless of consequences either to himself or to others, until he finally succeeds in winning exactly what he wants. This man never shrinks from oppo-

sition, no matter how formidable, and he will relentlessly bend all his efforts towards anything which promises him some profit or other form of satisfaction. He is interested in no one except himself. As a type of person, he has a personality that is entirely unconcerned with spiritual things."

*[shopper. The scarf is beautiful  
and blue is my favorite color]*

"The writer should be an actress. She has complete control over her body and is gifted with a tremendous amount of grace, charm and personality. She is not fitted for an ordinary manner of life. She is not plebeian. She goes about with an open heart and she is so overwhelmingly

candid that it almost appears to be a pose. But it is not. In her private life she is quite different than in her dealings with the public. Her personal friendships are never superficial and she will always try to mother the man whom she loves or marries. As a writer she could be very successful."

*The Moving Finger writes; and, having writ,  
Moves on; nor all the Piety nor Wit  
Shall lure it back to cancel half a Line,*

"This was written by a woman who has taste, a feeling for beauty and a well-developed artistic and aesthetic sense. She loves music and was born with a natural flair for rhythm. What she does is both realistic and useful. She is definitely not a dreamer. Above all she is able to convert

her spiritual and artistic feelings into a source of revenue. She is an accurate observer who has a clever way of hitting upon ideas and then putting herself across with her speaking ability. She is a masculine type of woman with a strong intellect that dominates her entire emotional life."

*To all at the Headquarters of the National  
for them and their work  
October 22, 1936*

"A man of unusual spiritual qualities and an extraordinary will power. He has a very critical intelligence, coupled with a fabulous memory. He has labored under incredible conditions of self-discipline during his lifetime. His greatest strength lies in his great ability to set himself a goal and

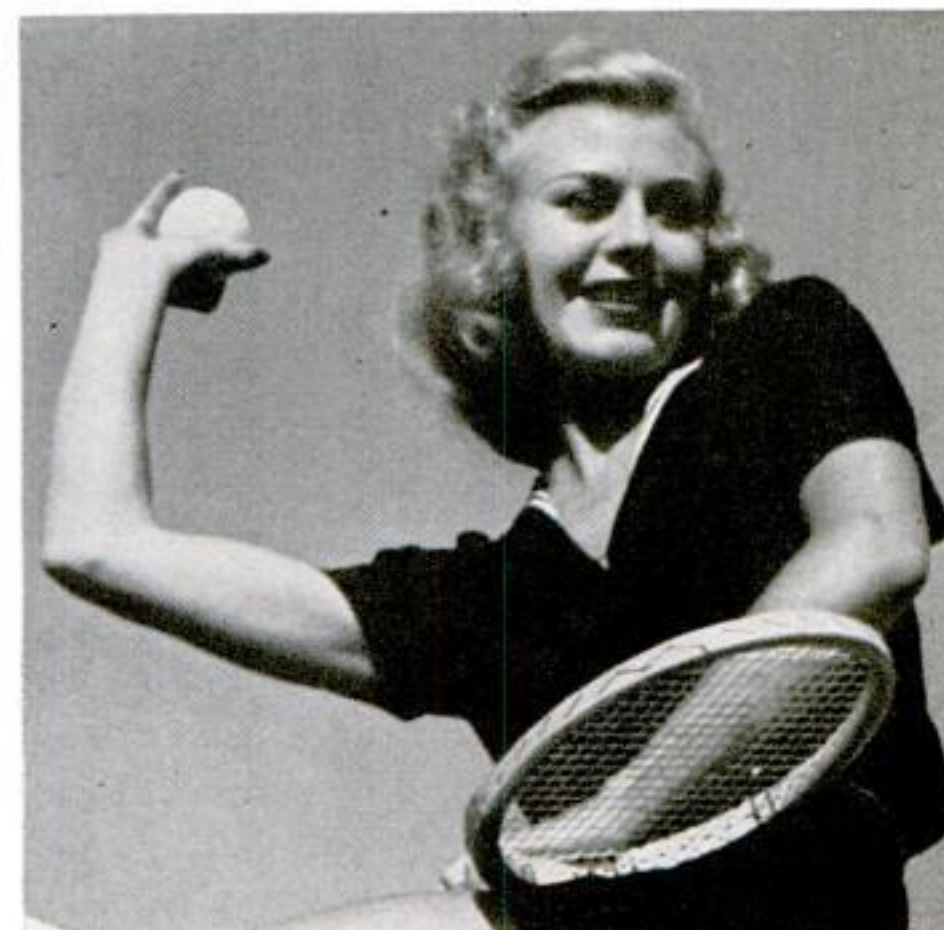
then to bend all his energies towards achieving it. He is undoubtedly a leader of men. As a born diplomat, he is able to make opponents believe that he is sympathetic towards their ideas. But in reality he only allows these ideas to impress him if they do not violate any of his own dogmas."



JOE LOUIS: "... BRUTAL ... DANGEROUS ..."



HELEN HAYES: "... SHOULD BE AN ACTRESS ..."



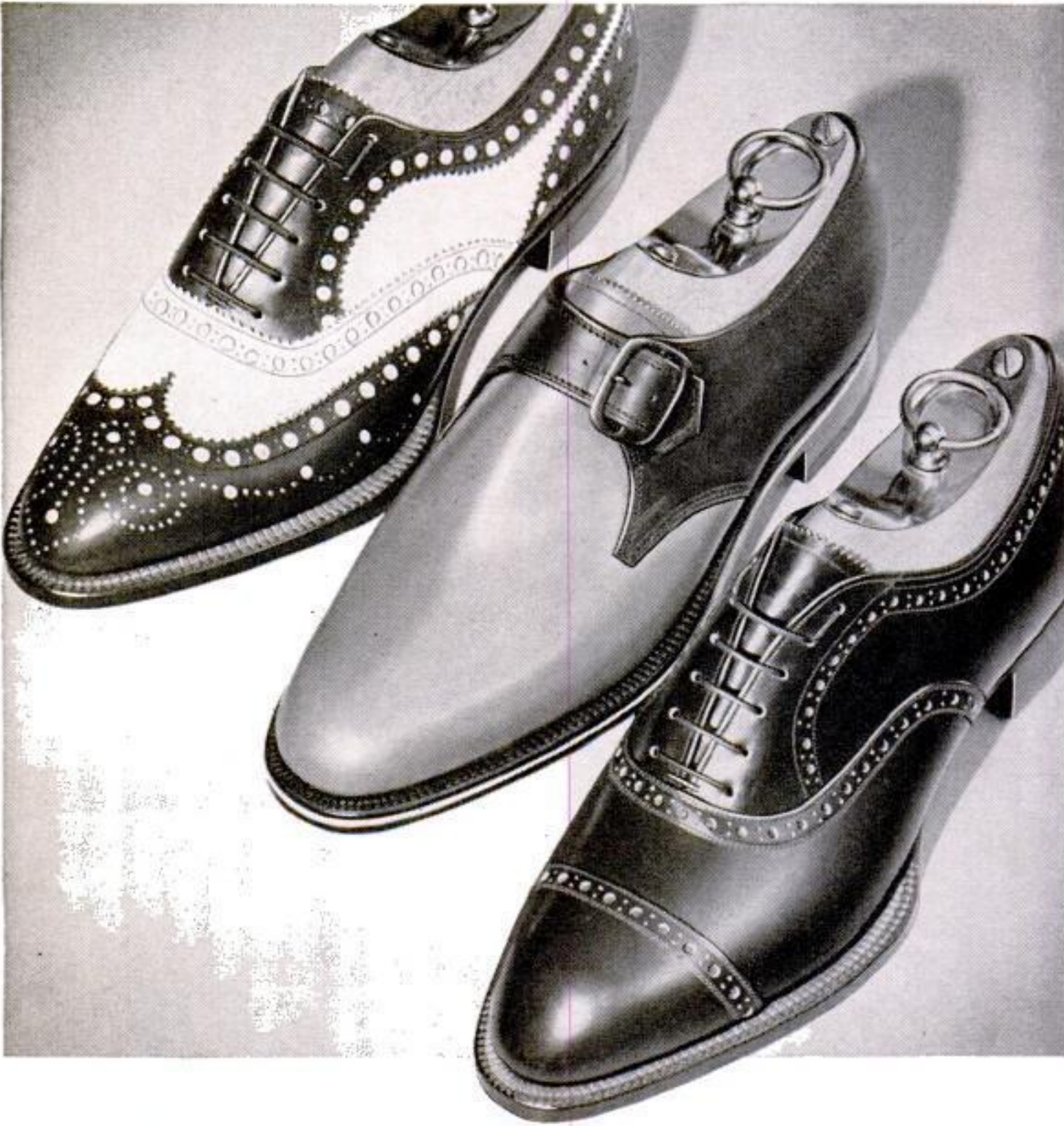
GINGER ROGERS: "... A FLAIR FOR RHYTHM"



THE POPE: "... UNUSUAL SPIRITUAL QUALITIES"



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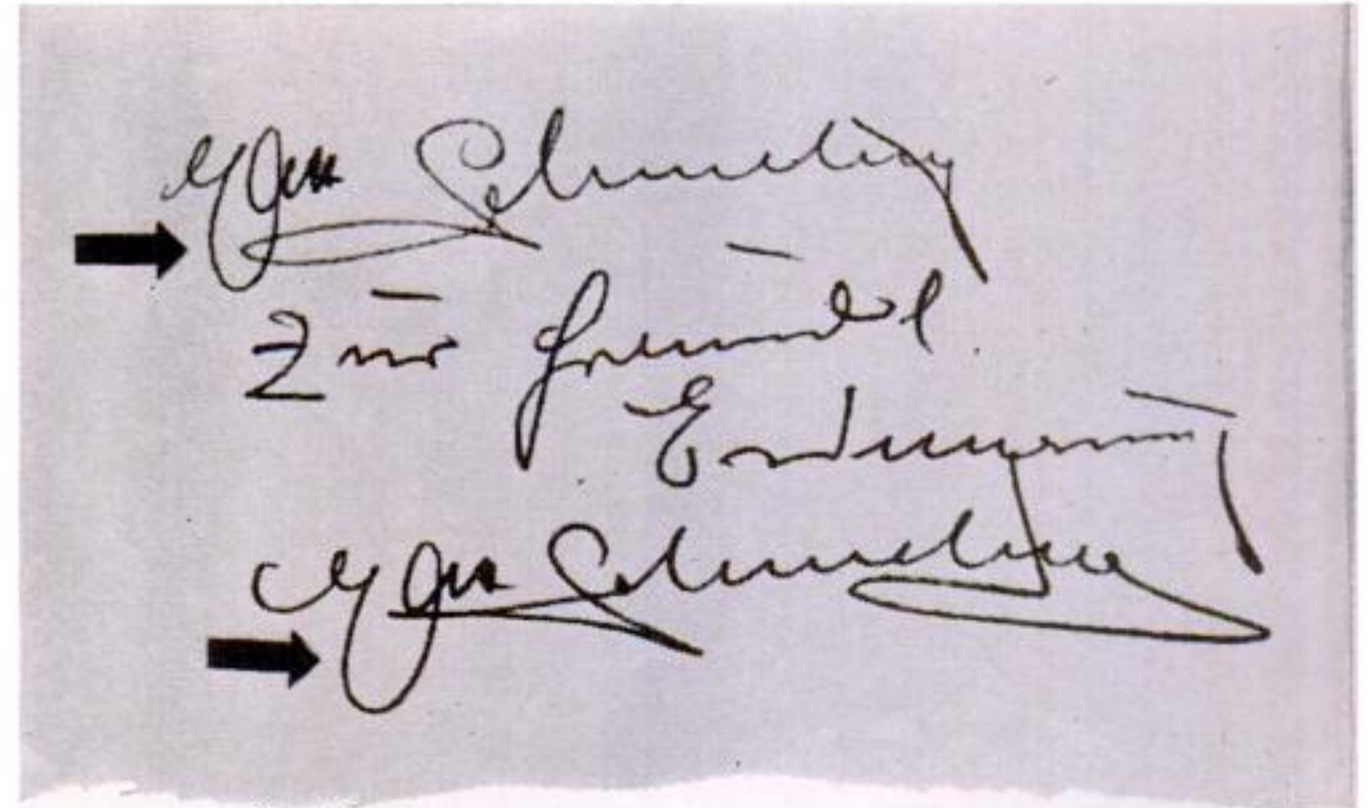
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*Florsheim*  
SHOE

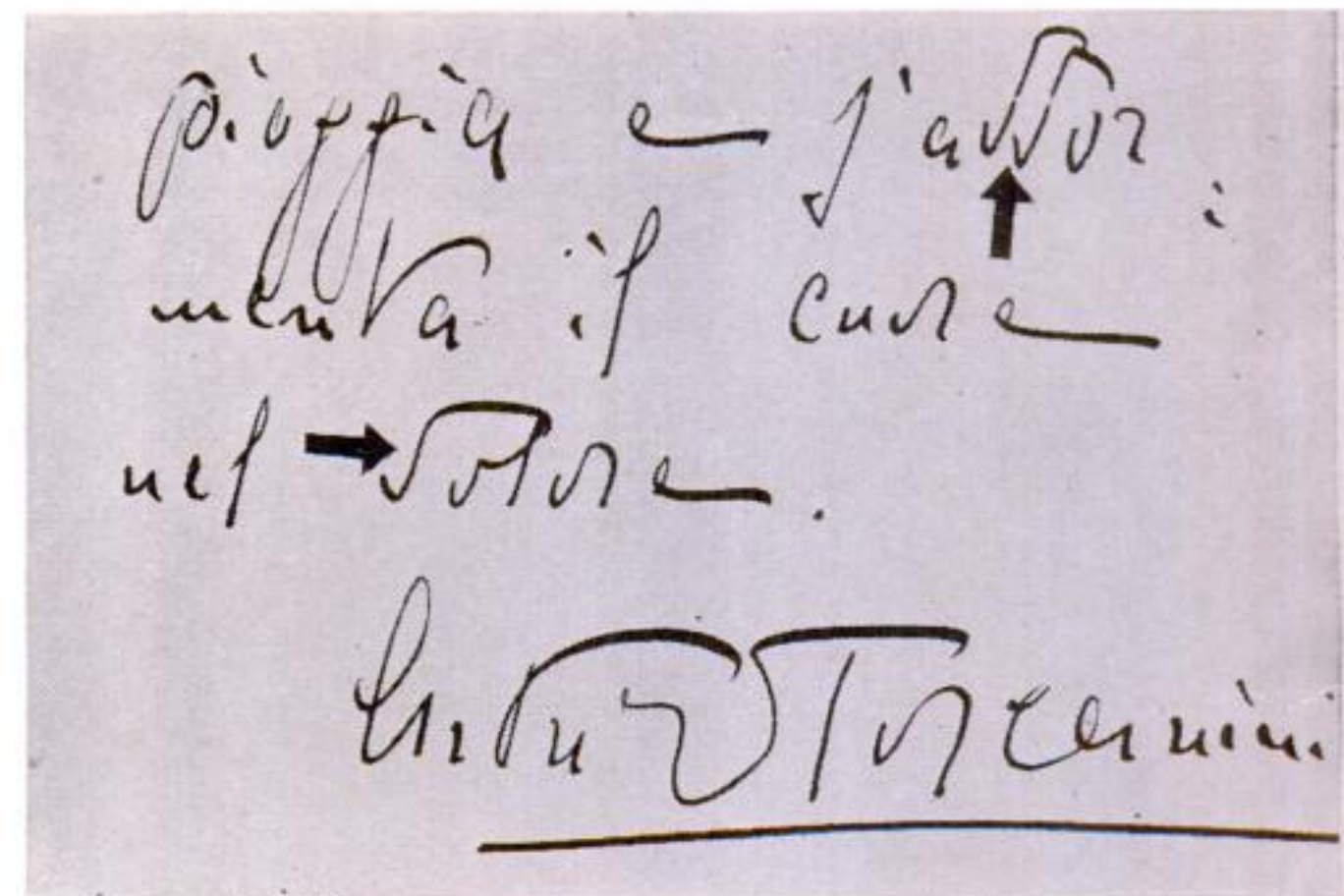
The Florsheim Shoe Company • Manufacturers • Chicago

## SPEAKING OF PICTURES

(continued)



**Max Schmeling**, former world heavy-weight champion, unconsciously makes a boxing glove (see arrows) when he writes *M* in *Max*. If his signature is held sideways, the glove effect is very noticeable. According to Dr. Holz, many men who are leaders in their particular fields of endeavor and who are thoroughly engrossed in their work make symbols related to their work in their writing. They do not realize that they write this way, however. Schmeling's writing discloses, according to Dr. Holz, "a man who takes his boxing as a business. In many ways he is brighter than most athletes. In private life he is harmless."



**Arturo Toscanini**, the great conductor, unconsciously makes a musical eighth note when he writes the letter *d* (see arrows). Many great musicians draw notes, keys and hands when they write. Ravel, Puccini, Franz Lehar, Prokofieff, Brahms, Berlioz, Paderewski and Liszt are some examples. Dr. Holz ascribes this unconscious habit to the fact that they think in terms of their imagination rather than their logic. "Toscanini's handwriting," he says, "is especially aesthetic. The daring in the execution of the individual letters goes hand in hand with a daring and overpowering spirit."





# LIFE

Vol. 6, No. 13

March 27, 1939

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**LIFE'S COVER:** This is the second time that pretty Katharine Aldridge has been on LIFE's cover. Last September she modeled a hoopskirt evening dress. Now she appears in rainwear of Pliofilm, Goodyear's transparent waterproof fabric. A Pliofilm cover keeps her handbag dry, "mittys" protect her suede gloves from rain spots. Pliofilm umbrella is interesting not only for transforming a dreary necessity into a thing of glamor but also because you can look through it to see where you are going. Other Pliofilm items are shown on pages 35 and 36.

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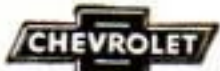
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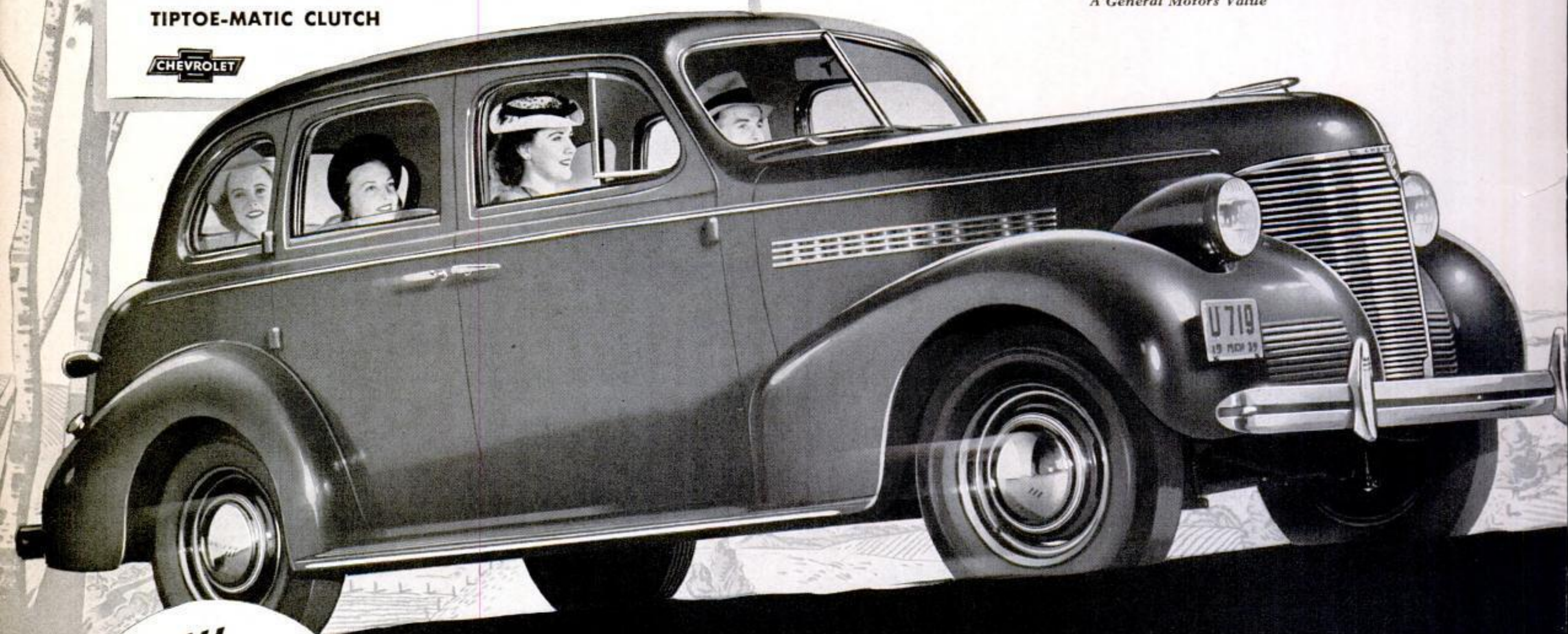
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HERE, IN THE PRAGUE CASTLE OF THE KINGS OF BOHEMIA, HITLER SET UP HIS COURT AND DIRECTED HIS ARMIES. OUT OF HRADČANY CASTLE RISES ST. VITUS CATHEDRAL

## HITLER'S FIRST IMPERIAL CONQUEST WON BY FORCE



Hitler in Hradčany Castle plans troop movements toward the East with Generals Keitel (left), Blaskowitz (right).

Something new happened to Europe last week. For 20 years the Continent has paid lip-service to the right of Europeans to be governed by themselves. "Self-determination" was at least the slogan behind the transfers of the lands called Alsace-Lorraine, Schleswig, Czecho-Slovakia, Poland, Finland, Hungary, Transylvania, Slovenia, Croatia, Bosnia, Herzegovina, Latvia, Lithuania, Estonia, the Irish Free State and Vilna. "Self-determination" again was the battle cry with which Hitler took the Saar, Austria and Sudetenland. In justice Chamberlain had no completely satisfactory answer to that challenge last autumn. Had the peoples of the democracies been asked to fight then, they would have left Hitler with the powerful weapon of one good argument.

Last week Hitler dropped all this mumbo jumbo and committed his first flagrant act of conquest against a foreign people incorrigibly hostile to Nazi Germany. He did it in Napoleonic style, but without a battle of Austerlitz. He did it on the principle that anybody who backs down once will probably not fight when he is pushed again. He learned this in his years of bullying Germans by street terrorism, and it worked. But its effect on free peoples outside Germany was not likely to be quite the same. Its

effect on Prime Minister Chamberlain of Great Britain was electrifying (*see pp. 14 and 15*). Its effect on the U. S. was even more unpleasant (*see p. 16*).

Even very close observers of European politics were surprised by the timing of this Hitler stroke. On Jan. 30 he had gratuitously announced that "Germany's 2,000-year struggle for existence . . . is virtually completed." It seemed that he was getting his house in order, to back up Mussolini's demands in the Mediterranean. Even the Czechs felt sure of this and chose the moment to assert their reasonable sovereignty over the Slovaks and Carpatho-Ukrainians. Hitler claimed at first not to care, suddenly reversed himself, marched his troops in and for the fourth time in his role as statesman broke his pledged word.

Some observers found the explanation in the desperate internal condition of Nazi Germany. Germany's gold reserve had dropped to \$16,000,000 when it seized Czecho-Slovakia's \$92,500,000 worth of gold. Its financial jugglings have sent the Reichsbank's Rudolf Brinkmann to a sanatorium with the screaming jitters. By every capitalist rule, Germany was broke, on the verge of inflation. On the hunch that the democracies still would not fight for eastern Europe, Hitler was inspired to try another grab.



## CARPATHO-UKRAINE



Remote and forgotten is this village of Volovec in Carpatho-Ukraine. Beyond, looking north, the mountains are Poland. What marks Volovec from similar villages in the

U. S. are thatch-roofed houses and the onion-bulb steeple on the Greek Orthodox Church. The Czechs had paid for new schools and electricity. Last week Volovec was re-

conquered by Hungarians and patriotic but foolish mountain boys died fighting them in these hills. They thought of themselves as Russians fighting for a Greater Ukraine.

## GERMANY'S DRIVE EAST SHIFTS INTO HIGH SPEED

The world spotlight last week picked out a place in Europe remote as the Ozarks of Arkansas. In the high Carpathians lies the Carpatho-Ukraine, easternmost tip of Czecho-Slovakia. Here the snow always lies low on the mountains and the forests are full of bear and lynx. The people are a neglected offshoot of the Ukrainians, as backward as anybody in Europe. The legendary figure of the vampire Dracula is supposed to have roamed these valleys.

To Hitler all this meant only a chance to make trouble, for with a little backing these people were ready to fight for a "Free Ukraine" against Poles, Rumanians, Hungarians or Russians. German money and agitators began pouring into the hillbilly capital of Chust, as first reported in *LIFE*, Nov. 7. A similar agitation roused the patriotism of the neighboring Slovaks (see map).

In alarm, Czechs cracked down last fortnight on Slovakia and Carpatho-Ukraine. Germany feigned disinterest at first. Finally German troops marched into Slovakia as Hungarian troops rushed into Carpatho-Ukraine.

Hitler, in short, has used non-German patriotisms to gain German ends. This, called the "Trojan-Horse" technique, can be applied anywhere in eastern Europe, notably in Rumania and Poland.

What Hitler got in his new protectorates of Bohemia, Moravia and Slovakia was iron, coal, munitions, chemicals, wood, food, cattle. At top is Will Johnstone's cartoon of Germany's gobbling progress.



Trouble area of eastern Europe is shown on this map. Hitler's tour through his new dominions is marked with a heavy line. The white area is what was left of Czecho-Slovakia

after Munich. Last week as Hitler took over Bohemia, Moravia and Slovakia while Hungary took Carpatho-Ukraine, the 20-year-old Republic disappeared from maps.





## THE SOVIET UKRAINE



The real Ukraine that Hitler keeps talking about begins just across this river, the Dniester, on the eastern border of Rumania. There is absolutely no traffic at this point

across this river. The mills of Hotin are on the Rumanian side, Braga on the Ukrainian side. The building at the upper left is Communist Party headquarters. Lately Soviet

soldiers have been building huge fortifications like the Maginot and Siegfried lines behind straw screens along this shore. The people have been moved back from the border.



King Carol of Rumania last week felt himself to be next on Hitler's bill of fare. Rumanians let it be known that Germany had just demanded complete control of Ruman-

ian trade (primarily oil and wheat) and the scrapping of all Rumania's young industries. In return, Hitler offered one of his promises, that Germany would "guarantee Rumania's

territorial integrity." King Carol, who is his country's dictator, turned the offer down flat. Picture above Carol shows him and his father, Ferdinand, World War King.

CONTINUED ON NEXT PAGE





(continued)  
A piece of paper, signed by Hitler and himself, was waved by Chamberlain when he got home from Munich Sept. 30, saying, "I believe it is peace for our time." The paper prom-

ises that Germany will consult Britain before committing any overt act in any affair that concerns Britain. Chamberlain thinks he should have been consulted this time.



The King looks in on an air-raid shelter (above) in Chamberlain's home town of Birmingham at the British Industries Fair. The first stage was such sample bombproofs as

this. The next stage (below) was the manufacture of steel shelters for citizens of vulnerable London. The instructions were to bury them in backyards. Backyards are concrete.



## BRITAIN TAKES UP GERMAN CHALLENGE OF PURE FORCE

Adolf Hitler's seizure of Czecho-Slovakia last week had a very special meaning for one Englishman. Neville Chamberlain, Prime Minister of Great Britain, had accepted Hitler's promise at Munich last September that Germany had no more claims in eastern Europe. Munich was, in effect, the democracies' blessing on everything Hitler had asked for up to then, an admission that he had some kind of case. Munich was to be a final solution. Whether or not Chamberlain believed that Hitler would keep his word, he had it in writing (*see left*). And that, to a businessman of Birmingham, was a solemn contract.

This contract became another "scrap of paper" with the German march into Czecho-Slovakia. All Hitler's talk of "self-determination" and "justice" became just so much talk. Behind it there appeared the naked resolve of Hitler to get what he wants, by any method under the sun. To this Chamberlain replied on March 17: "What reliance can be placed upon any other assurances from the same source? . . . In the end Germany will bitterly regret what her Government has done. . . . Is this the last attack upon a small State or is it to be followed by others?" But, Mr. Chamberlain concluded, "We need not be downhearted. This is a great and powerful nation—far more powerful than we were even six months ago." Mr. Chamberlain spoke truly, as these pictures of British rearmament testify. On the opposite page is a scene in a British airplane factory, showing the wing spars for a score of Mark II Whitley bombers. Such mass production is operating at top speed.

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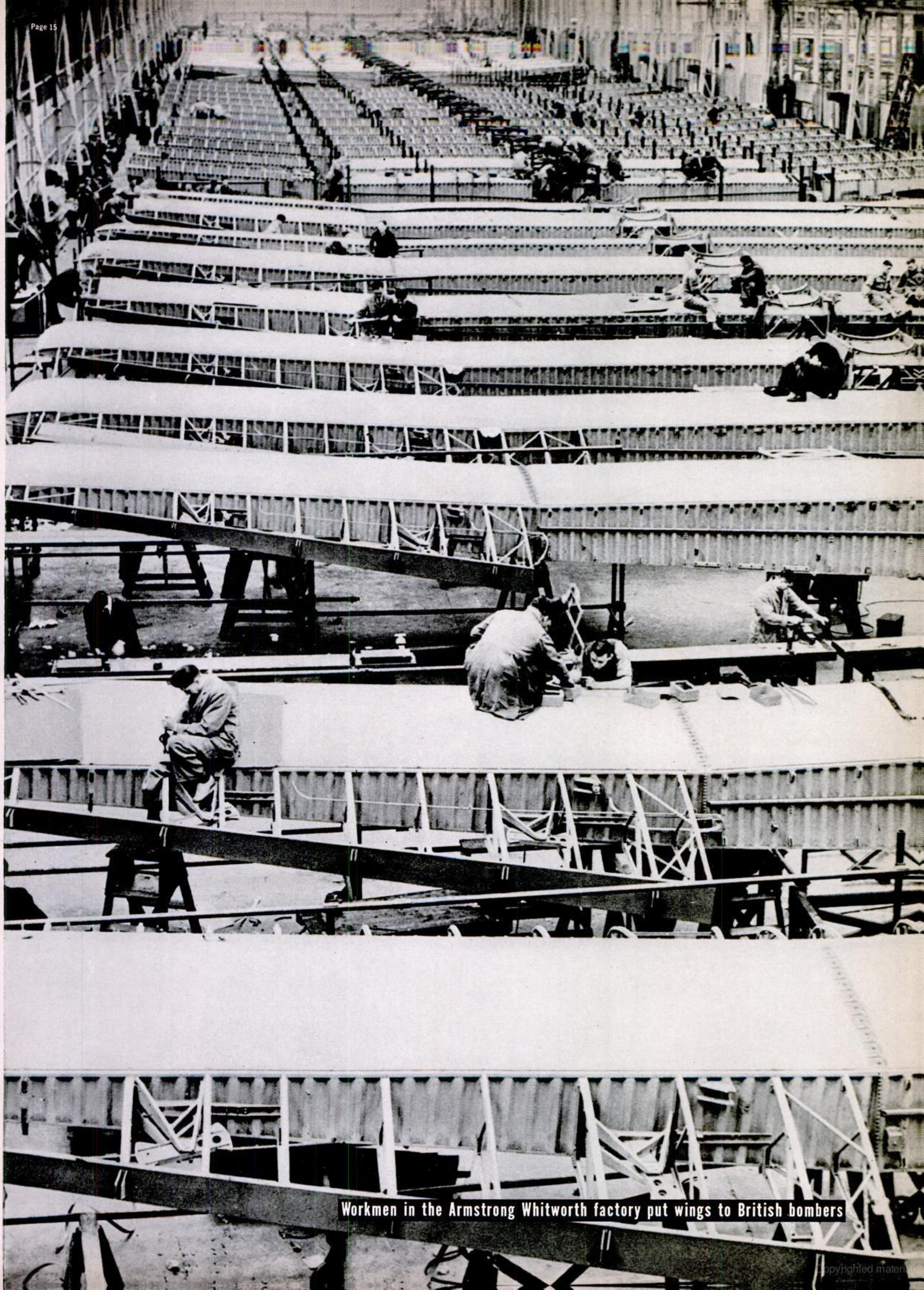
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Workmen in the Armstrong Whitworth factory put wings to British bombers



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Dream of American Neutrality fades as Welles condemns Hitler's "Wanton Lawlessness"

Stocks tumbled one to four points on American exchanges in panicky selling inspired by the newest Hitler crisis (see pp. 11-15). Ex-Czechoslovakia's ex-President Beneš, now lecturing at the University of Chicago, sent out a ringing call to democratic rulers to act for liberty. In Washington, Czech Minister Vladimir Hurban stanchly took a one-man last stand against Hitler, refusing to turn over his legation to the German Chargé d'Affaires.

All these domestic events helped solidify America's bitter sentiment against Adolf Hitler & friends. Officially, the job of swinging the nation still further away from the dream of Neutrality, which it cherished for 20 years after the last World War, was performed on March 17 by Acting Secretary of State Sumner Welles. With President Roosevelt's full approval, he issued a statement announcing "this

country's condemnation of the acts . . . of wanton lawlessness and arbitrary force . . . which have resulted in the temporary extinguishment of the liberties of a free and independent people." The word "temporary," suggesting that America may help see to it that the Czechs and Slovaks get back their liberties, caused excitement. Same



WELLES

day, President Roosevelt once more called for revision of the Neutrality Act to let America take sides with arms and supplies in any future war. Next day the President showed for the first time what he had meant by "methods short of war but stronger than words" of cracking down on aggressor nations. Announcement was made that tariffs on imports from Germany would be raised a prohibitive 25%.

As the clouds of hate grew darker daily, almost the only bright spot on America's international horizon was the gratitude officially expressed by Japan's Ambassador Horinouchi on March 11 and felt by all the Japanese people, who venerate their dead, for President Roosevelt's friendly offer to send home the ashes of Japan's late ex-Ambassador Hiroshi Saito on an American cruiser. On March 18 Saito's urn, enshrined in a miniature pagoda and accompanied by his picture and a ceremonial glass of water (see cut), was taken aboard the U.S.S. *Astoria* at Annapolis and started on its 10,000-mile funeral journey to Tokyo.



SAITO'S ASHES

**Europe's Reaction.** Hitler's use of the slogans of democracy to destroy the patriots of Bohemia, Slovakia and Carpatho-Ukraine was interpreted by France's Premier Daladier last week as a reason for more dictatorships. He asked the Chamber of Deputies for absolute power over all France's preparations for war to avoid "wasting time in debate." Switzerland, fearing that its gold might tempt Hitler, hastened to send 60% of the gold stock out of the country, hid the remaining 40% required by Swiss law to cover the Swiss currency. In every Continental nation the Opposition became suspect of treason.



DICKINSON

Michigan's No. 1 Prohibitionist, will be 80 years old on April 15. Next in line in the gubernatorial succession is Secretary of State Harry F. Kelly, 44. He could not be present at the Dickinson swearing-in because he was abed with influenza.

**Influenza in Michigan.** On March 16 Michigan's Governor Frank D. Fitzgerald died suddenly of influenza complicated by heart attack. Next day Lieutenant Governor Luren Dudley Dickinson, himself ill of influenza, was sworn in as Governor in the presence of his influenza-stricken wife. Governor Dickinson,

**Saving v. Starving.** On March 14 President Roosevelt, asserting that WPA would otherwise be forced to start at once cutting 1,200,000 relievers off its rolls, demanded for the second time that Congress restore the \$150,000,000 which its economy-minded members cut out of the current Relief appropriation. Economy champions, under terrific pressure to restore the cut, countered by demanding an investigation of WPA expenditures, charging extravagance. They pointed especially to the \$250,000 building which WPA proposes to erect at the New York World's Fair, and to WPA theatre projects.

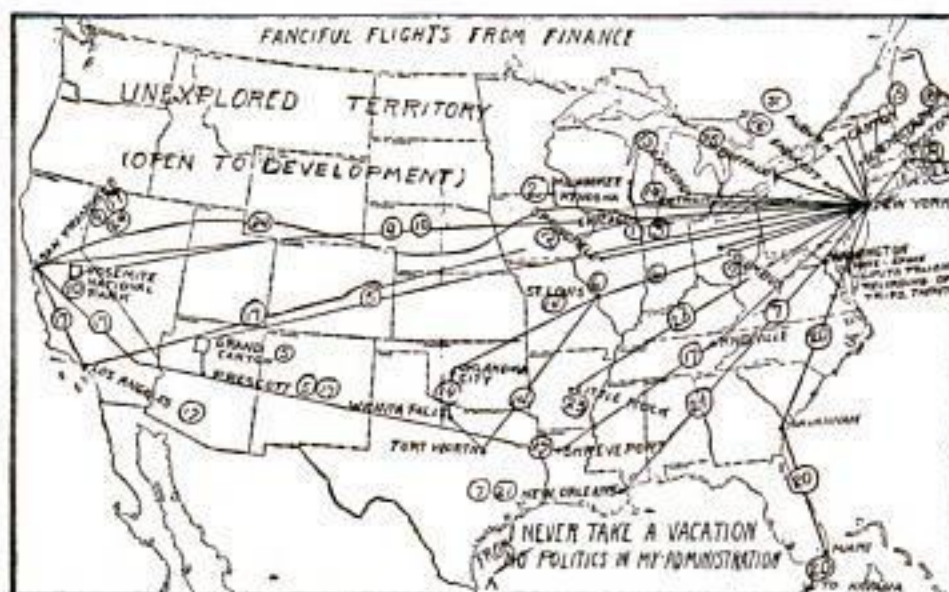
On pages 32 & 33 LIFE shows in color the WPA's *Pinocchio*—the ancient fairy tale which Walt Disney is also making as a successor to *Snow White*.

**Butch.** Major obstacles to the Presidential prospects of New York's able Mayor Fiorello H. LaGuardia are his localized reputation plus the hinterland's suspicion of the big city, which helped beat Al Smith in 1928. To counteract these handicaps, the kinetic



LAGUARDIA

little Mayor (lately christened "Butch" by the N. Y. *News* on the theory that nobody named Fiorello could ever be elected President) has been getting out & around the country in tireless fashion, never missing a chance to remind people that he was raised in Arizona. Last week in New York, while the Mayor was playing



NEW YORK MAYOR'S TRAVELS

**Navy No. 1.** The professional head of the U. S. Navy, corresponding to the Army's Chief of Staff, is the Chief of Naval Operations. Since 1937 this job has been held by Admiral William D. Leahy. On March 15 it was announced that Admiral Leahy, who is reaching retirement age, will be succeeded, probably in June, by Rear Admiral Harold Raynsford Stark, 59. Navy men felt sure that Admiral Stark, genial, unassuming and efficient, will be as popular with purse-string-holding Congressmen as he has been with his fellow officers.



STARK

**Violent Act of the Week.** Salvadore Dali, famed surrealist painter, designed some surrealist display windows for Manhattan's Bonwit Teller store. In one, a mannequin clothed with green feathers, was shown stepping into a fur-lined bathtub. Unknown to Dali,



DALI

Bonwit substituted a tailored-suited mannequin. Dali discovered the change, rushed furiously through the store into the window, brandished the fur-lined tub and crashed through the glass to the street. A magistrate gave Dali a suspended sentence on a charge of disorderly conduct by ruling that he was merely exercising "the privileges an artist seems to enjoy."

**Insult of the Week.** In Commons, Alfred Duff Cooper called Hitler "a thrice-perjured traitor and breaker of oaths." In German cafes, students of parliamentary procedure weighed this insult, decided that Duff Cooper had insulted Hitler as the political head of the German Government rather than as the king-like head of the German State, hence no official protest should be made.

### PICTURE OF THE WEEK

The picture of this week is a posed shot taken in the Senate restaurant in Washington. It shows Vice President Garner whispering to J. Edgar Hoover while Walter Winchell, America's arch-eavesdropper, listens in. At the luncheon, a dozen important Senators gossiped with Mr. Winchell, who has been hobnobbing with high political figures all winter. (His interview with Ambassador Kennedy in January broke the news that Lindbergh's reports on German aircraft were made at Kennedy's request.) When talking to Winchell, Garner prefaced every off-the-record remark with: "Young man, this is executive." Among nonexecutive items picked up by Winchell were these: Garner says he is so rosy-cheeked and healthy because he stopped hating people 20 years ago. . . . In 1937, Senator Glass bet Senator Wagner \$5 that he, Carter Glass, would be dead in two years. Glass paid Wagner at the lunch table.





Garner to Hoover to Winchell:

"Young man, this is executive!"



## OPPENHEIM LITERARY AGENT HELD ON CHARGE OF ROYALTY THEFT



Into a cell in New York's sunless Tombs on March 17, guards thrust Eric S. Pinker, literary agent and stepfather of the acting Bennett girls. Son of famed London Agent James B. Pinker, whose labors for such stars as Conrad, Galsworthy, Arnold Bennett, earned him the large literary fortune of £40,000, Eric Pinker lined up a stable of stars including prolific E. Phillips Oppenheim, author of 100-odd thrillers. Last week from Monte Carlo, Author Oppenheim (*below*) complained that his agent had withheld \$18,500 in royalties. Authorities promptly arrested Pinker (who pleaded not guilty), hinted he may have bilked clients of \$100,000 in all.



## PARIS COURTS ARABIAN CHIEFTAINS WITH FRENCH FOOD AND FRIENDSHIP

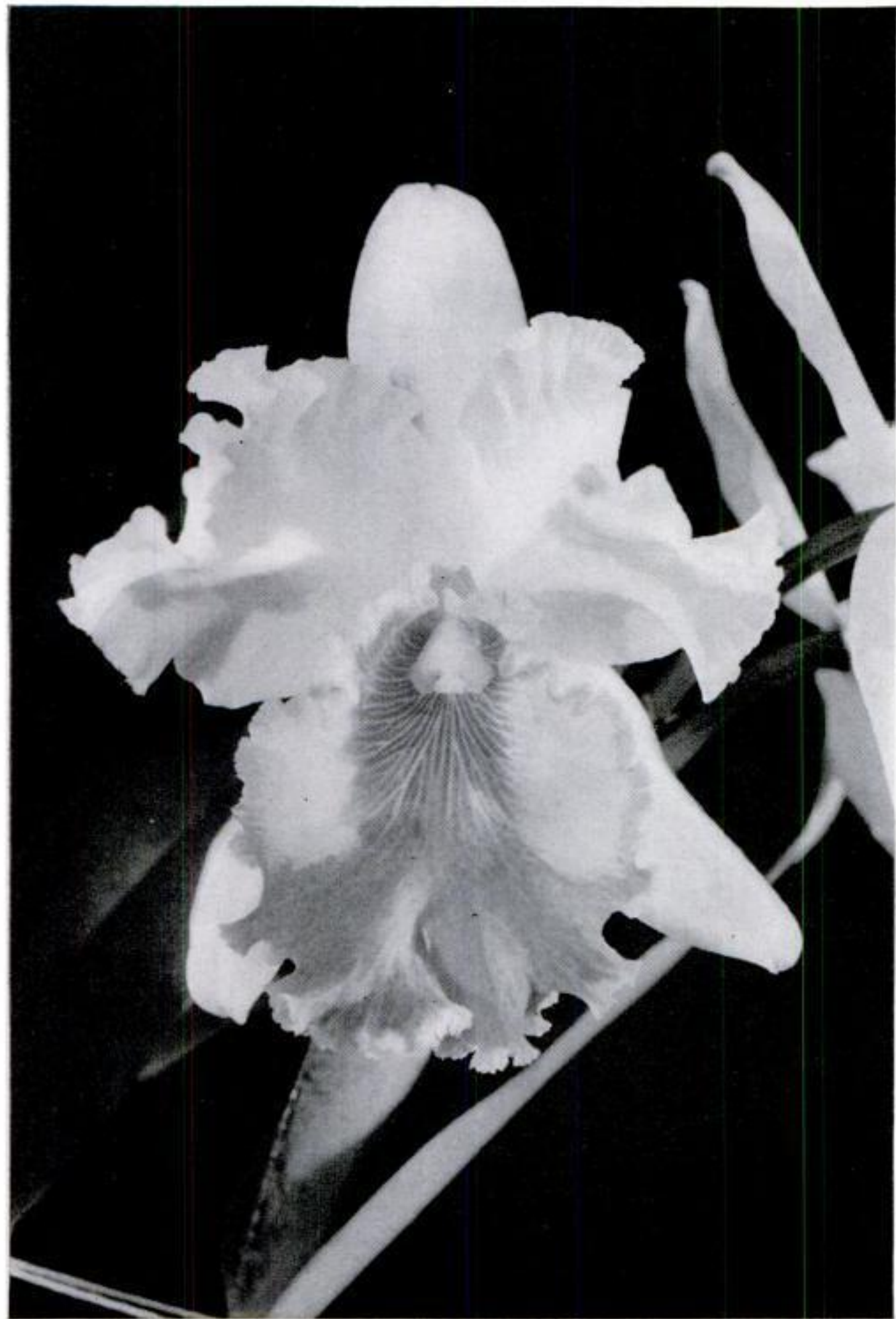


In Europe's two major democratic capitals fortnight ago, statesmen worked hard to soothe and humor the volatile Arab chieftains of the Mediterranean's lower rim. English efforts collapsed miserably March 17 when the London conference between Arabs and Jews ended with rejection by both parties of Britain's plan for a federal Palestine state. In Paris, increasingly jittery over Mussolini's courtship of Islam, friendly sheiks from Algeria, Tunisia, Morocco, were feasted on March 8 (*above and below*). The Arabs shown here, cautiously wielding sharp Occidental forks, may determine France's fate in any immediate Mediterranean war.





## NEW ORCHID PLANT NAMED BRENDA MAKES ITS DEBUT AT FLOWER SHOW



**A**t the 26th International Flower Show in New York's huge Grand Central Palace, nearly 2,000,000 blossoms blushed, bloomed and faded during the week of March 11-18. Notable among them was a smart new debutante orchid plant named Brenda: a well-shaped and fleshy flower with crimson lips, velvety, soft-tinted throat and golden eyes. Bred nine years ago in a New Jersey nursery, Brenda is a hardy type which bears up well when cut and retails for \$5 to \$10 a bloom. Its namesake, Glamor Girl Brenda Frazier, did not attend the show. She was sunning her soft-tinted throat and velvety, well-shaped shoulders on the sands of Nassau (*below*).



## GERMANY'S "PERFECT NAZI WOMAN" MEETS ENGLAND'S "KEEP FIT" GIRL

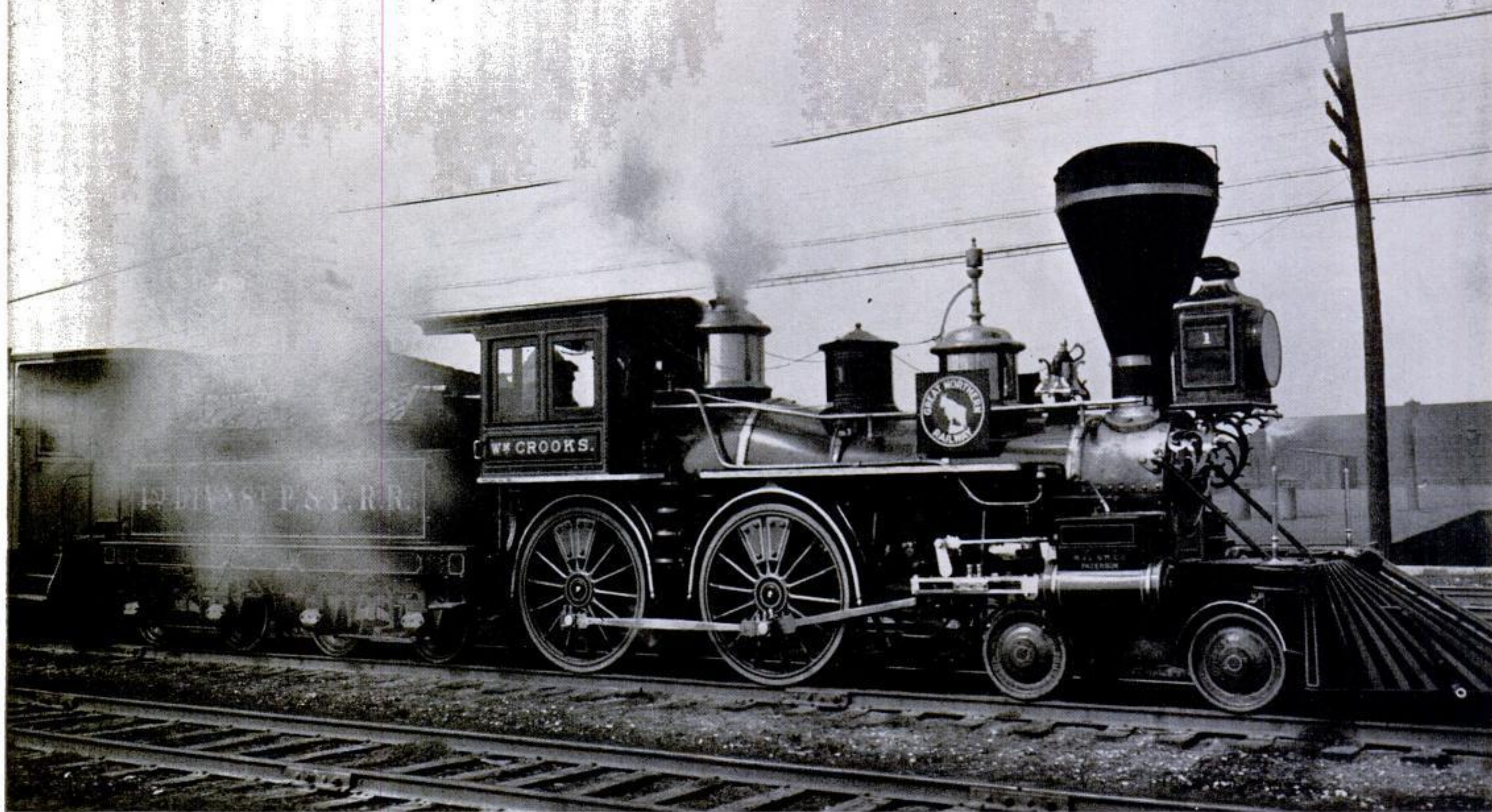


**I**n England March 7 landed Frau Gertrud Scholtz-Klink, supreme Führerin of Nazi women's organizations, and archetype according to Hitler of the "perfect German woman." Motherhood and physical culture are her specialties. She applied the first by cuddling babies at London's Mothercraft Training Society (*above*); the second she indulged at the Women's League of Health and Beauty Exhibition (*below*), run by Prunella Stack, champion of a "Fitter Britain" (*LIFE*, July 18). At 36 Frau Scholtz-Klink, mother of four children, is blonde, businesslike and buxom. Her credo for women: "Our weapon is the soup ladle; let no one underrate its efficacy."





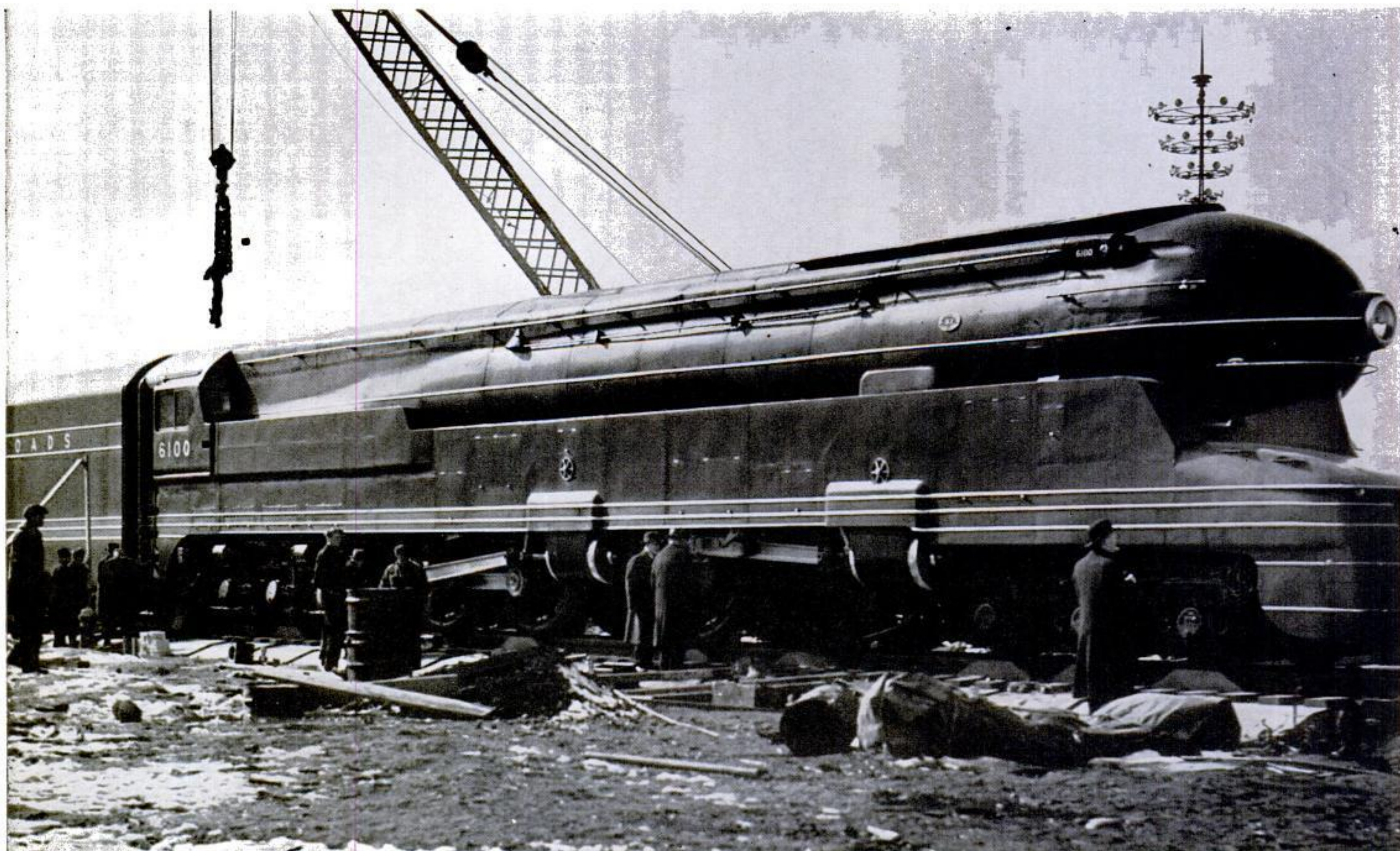
## A 78-YEAR-OLD LOCOMOTIVE MEETS A YOUNG GIANT AT THE WORLD'S FAIR



Civil War pride of the old St. Paul & Pacific Railway, the *William Crooks* steamed out of the Great Northern's yards

at St. Paul, Minn., March 14, and under its own power chuffed 1,300 miles to New York's World's Fair. Built in

1861 in Paterson, N. J., the 78-year-old veteran took its trip in stages, stopping at night for want of electric headlight.

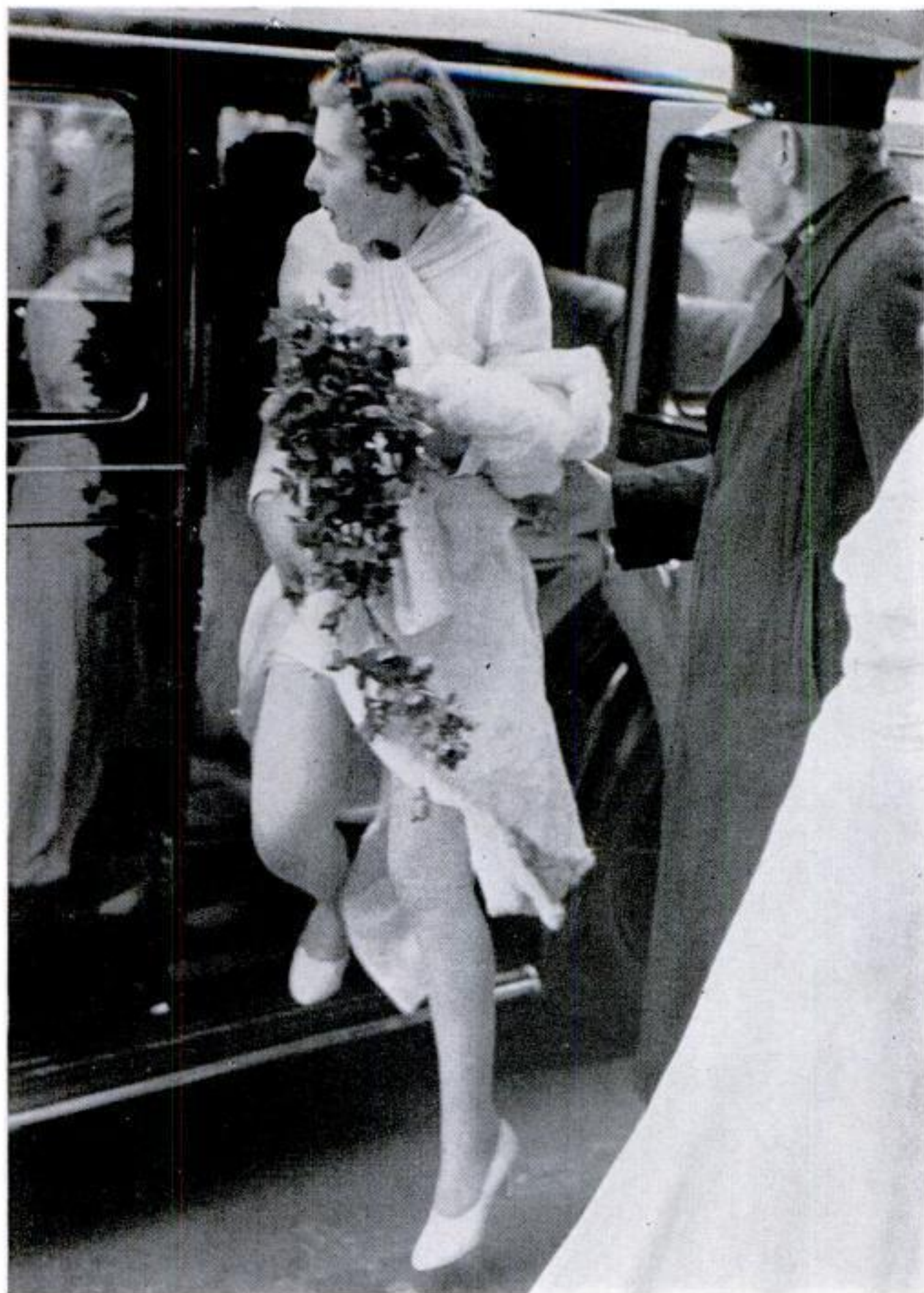


The biggest highspeed locomotive ever built took its place March 13 in the railway exhibit at the N. Y. World's Fair

grounds. A six-months' job for the Pennsylvania Railroad's shops at Altoona, Pa., this big engine weighs 526

tons, is 140-ft. long, has four cylinders and eight driving wheels, can pull a 14-car passenger train at 100 m.p.h.





A bridesmaid's legs attracted attention when a gust blew her dress clear up above her garters. Like all the bridesmaids present, this one wore poppies in her hair.



Princess Elizabeth's legs were encased in adult stockings, but she still wore low-heeled Mary Janes, which are shoes worn by girls who are not yet young ladies.



Princess Margaret Rose's legs, still in socks, dipped a polite answer to the deep curtsy of her aunt, Lady Glamis. The King (stepping from the car) and Princess Elizabeth (right) both beamed.

## THE LEGS OF THE PRINCESS ROYAL ARE THE CYNOSURE OF BRITISH EYES



GROOM & BRIDE

Queen Victoria fortunately never lived to see the day when the legs of her great-great-granddaughter, a Princess Royal, would be the object of British public interest. That day came on March 8 when Princess Elizabeth, heir presumptive to England's throne, attended the wedding of her cousin in a London church. As she stepped from the royal limousine, everyone noticed that Elizabeth's legs were clad in full-length stockings, instead of the childish socks that her mother the Queen has made her wear virtually all her life. They added years to her appearance and England took them as a sign that Queen Elizabeth was coming to regard "Lillibet" as a grown-up young lady. This would be an important victory for the young Princess, who is impatient to grow up, has long grumbled at her mother for keeping her in socks like her younger sister, Margaret Rose. Elizabeth will be 13 next month.

The royal family attended this wedding because the bride, Hon. Cecilia Bowes-Lyon, is the daughter of the Queen's brother, Lord Glamis. She married Kenneth Harington, son of a county judge. Two years ago, their engagement was broken off. Mr. Harington explained sadly that he was earning very little in the diplomatic corps, did not think "life in a cottage" was fit for a Queen's niece. Shortly afterwards, however, he went to work at a good salary for a metal company. Recently he proposed once again to Miss Bowes-Lyon and once again was accepted.





## THE U.S. ENJOYS ITS BIGGEST SHIPBUILDING BOOM SINCE THE WORLD WAR

ALL EIGHT WAYS IN THE SUN SHIPBUILDING CO. YARDS AT CHESTER, PA., ARE FILLED WITH CARGO SHIPS AND TANKERS. EIGHT MORE SHIPS ARE AWAITING SPACE

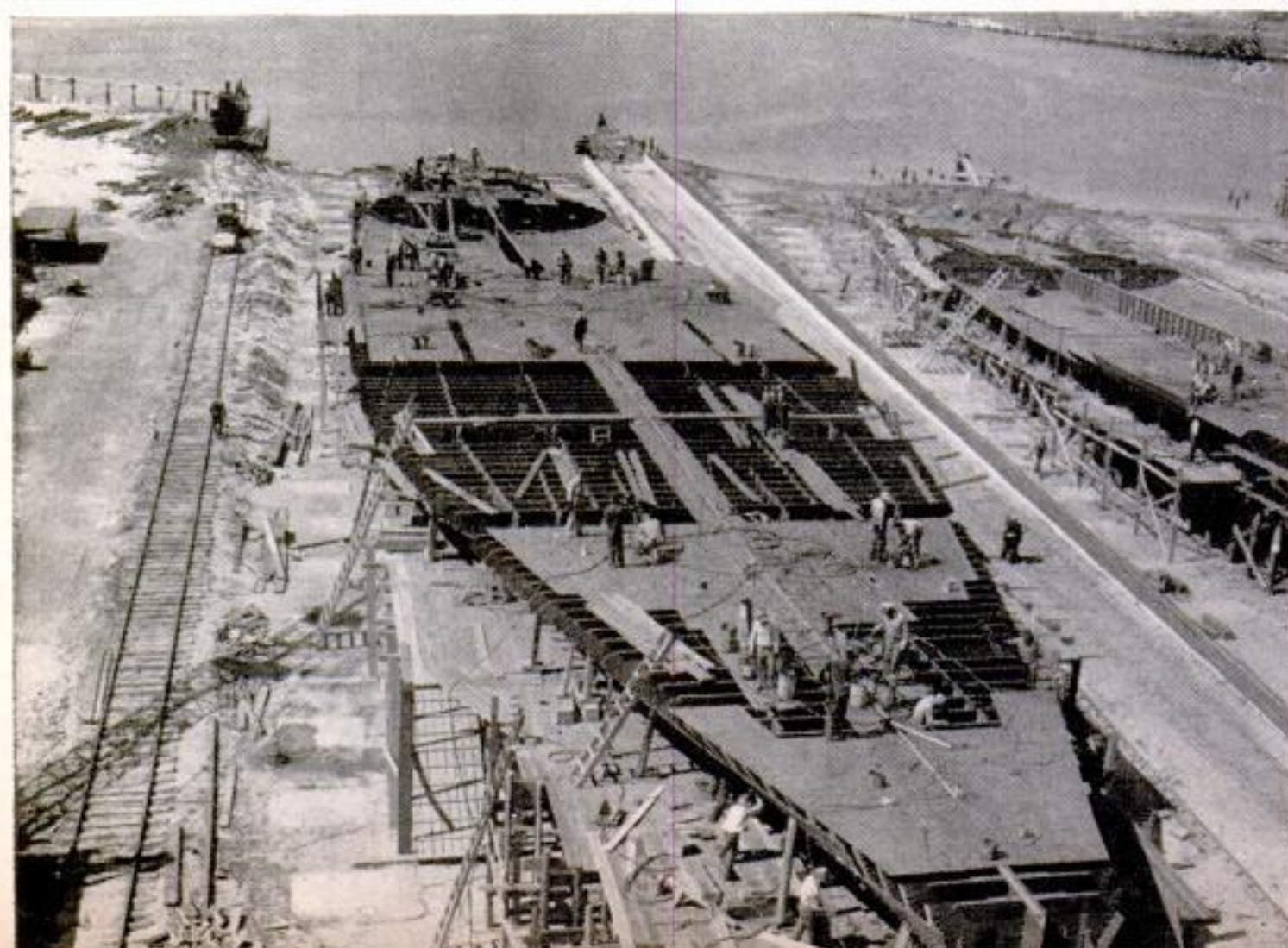
### Work is well under way on 10-year program to build 500 ships for our aging Merchant Marine

**F**or over 18 years the U.S. Merchant Marine has been an ugly duckling of the seven seas. Of its 1,400 seagoing vessels in 1938, over 80% were rapidly becoming obsolete. Of the six leading maritime nations, the U. S. ranked fourth in tonnage, fifth in speed, a waterlogged last in age. Its sluggish bottoms carried but 30% of our foreign trade.

But today the ugly duckling is being transformed into a graceful swan. In seven shipbuilding yards 51 new ships, averaging 10,000 tons each, are being built under the aegis of the U. S. Maritime Commission. An equal number will be built every year for a ten-year period. By 1947 the Merchant Marine will have 5,000,000 tons of new shipping. At the moment no less than one transatlantic liner, 37 fast cargo vessels and twelve high-speed tankers are being constructed for private companies at a cost of \$130,000,000 with the help of a \$45,000,000 subsidy from the Commission. Never since the World War has the U. S. enjoyed such a shipbuilding boom.

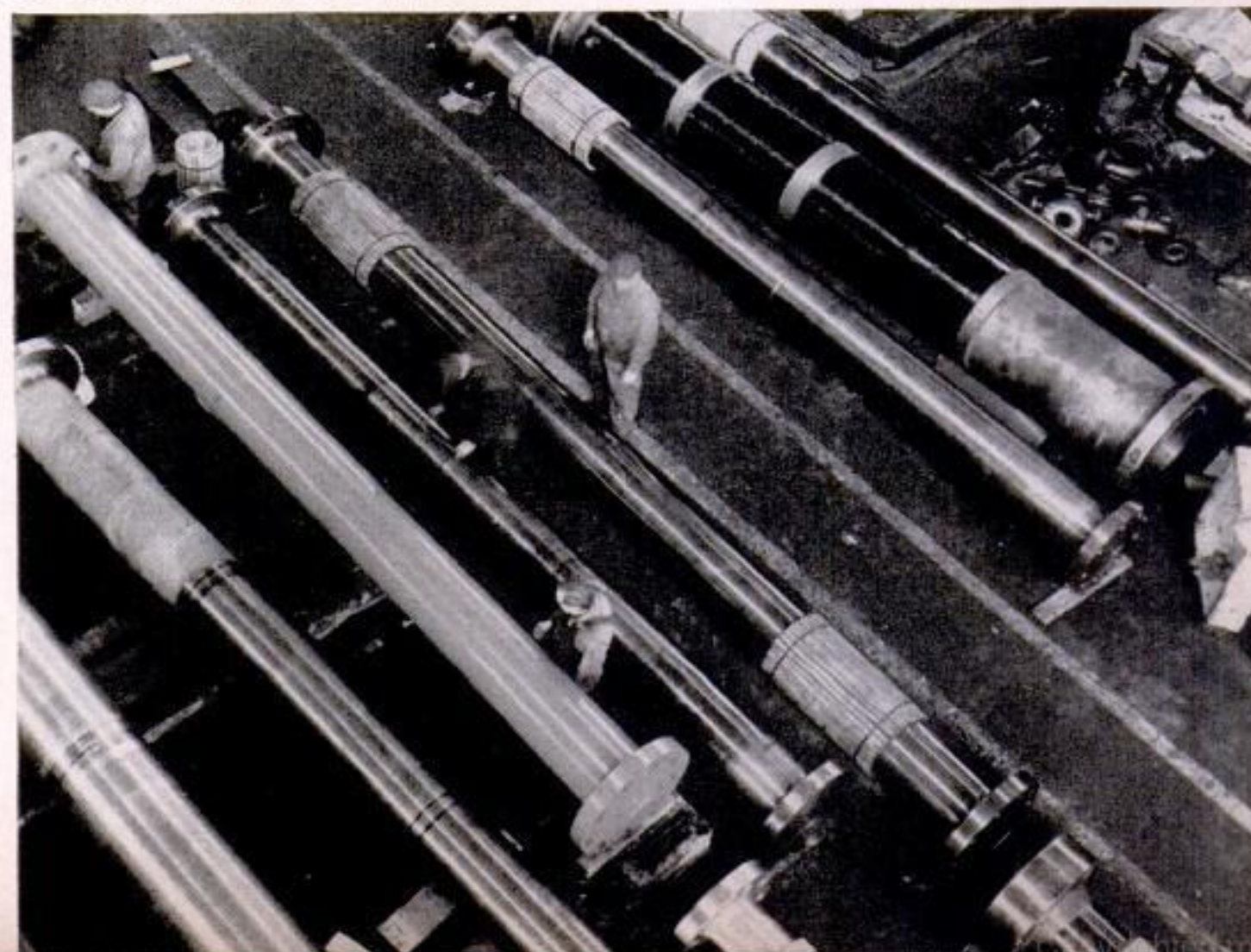
This tidal wave of merchant shipbuilding is over and above the billion-dollar building program of the Navy, the biggest in 20 years. That this monster boom could go sky-high appeared quite possible last fortnight when Senator Key Pittman, chairman of the Foreign Relations Committee, proposed that the U. S. build warships for any Latin American nation that wishes to use this means to implement the Monroe Doctrine. Leading shipyards, Government and private, are already "choked" to capacity. But they can and are expanding.

**Two 7,400-ton cargo ships** are being built by the Tampa Shipbuilding and Engineering Co. Two other boats of this type, approved by the Navy Department, will soon be built here.

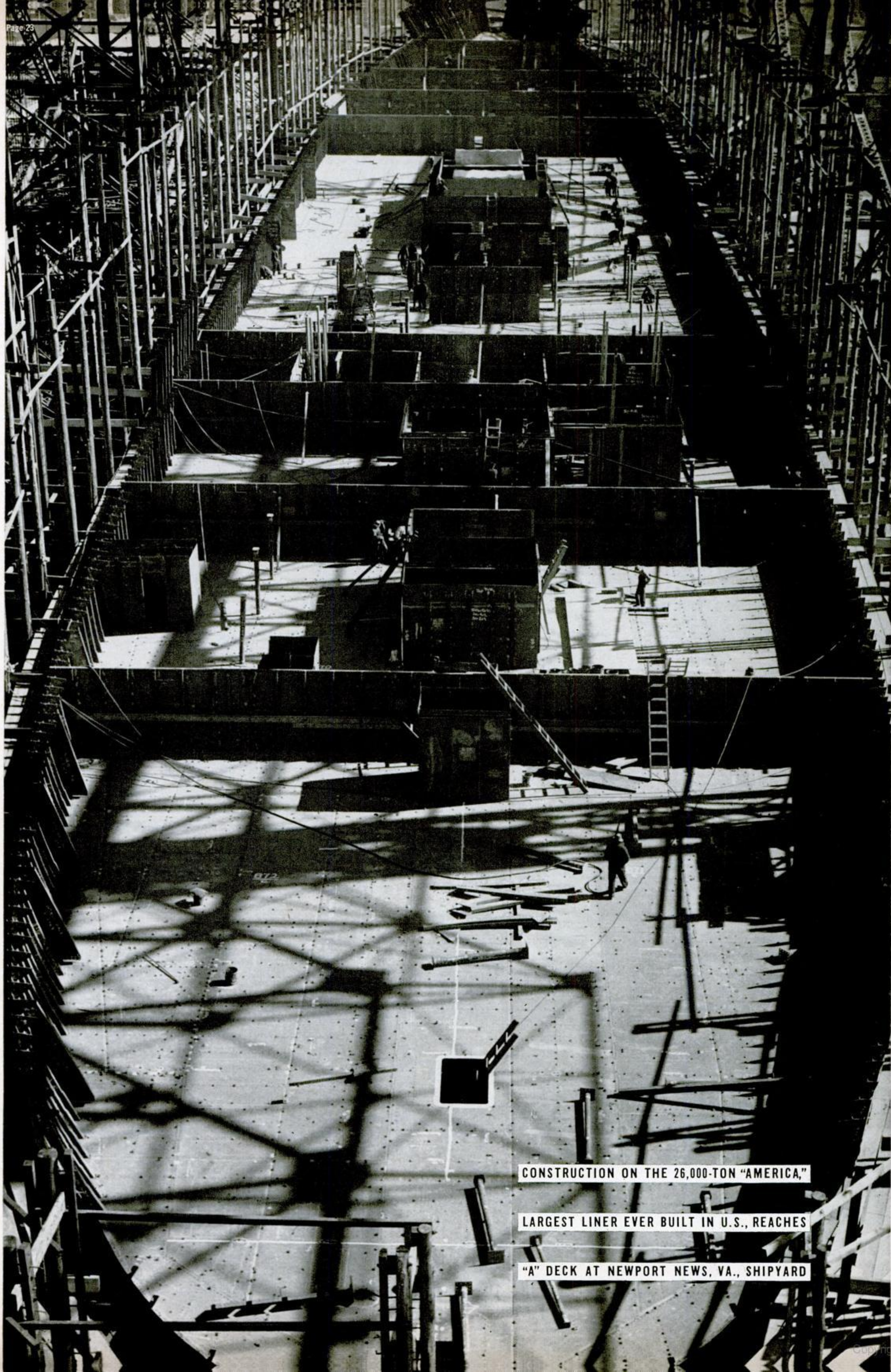


A manganese-bronze propeller for a cargo carrier is filed down by a machinist at the Newport News Shipbuilding & Dry Dock Co. The figures on the blades are caused by light.

**Propeller shafts** are inspected at the Federal Shipbuilding Yard, Kearny, N. J. The giant building program is designed to make U. S. independent of foreign bottoms in wartime.







CONSTRUCTION ON THE 26,000-TON "AMERICA,"

LARGEST LINER EVER BUILT IN U.S., REACHES

"A" DECK AT NEWPORT NEWS, VA., SHIPYARD



## FLORIDA LAKE WITH LEAK IN ITS BOTTOM VANISHES INTO UNDERGROUND CAVES

**E**empty as a drained bathtub, Florida's eccentric Lake Iamonia last week showed visiting sportsmen its wrinkled mud bottom, pierced by a single fathomless sinkhole through which its waters had gurgled to mysterious caverns underground. Until a few weeks ago the Iamonia's meandering inlets and coves had offered superb stores of bass, bream, perch and carp to anglers, varieties of desirable waterfowl to hunters. But Leon County is a limestone region, honey-combed with subterranean caves and channels. When long dry periods lower the underground water level, the caverns empty and Lake Iamonia drains into the hollow earth's interior.

Traditionally Iamonia goes underground once every seven years (recent recorded disappearances: 1917, 1934, 1939). Local negroes swear an amateur geologist once tossed a marked rail into the sinkhole and recovered it weeks later in St. John's River 200 miles away.

Through northern Florida and southern Georgia there are other disappearing lakes but none as spectacular or economically important as Iamonia. This year when it began to lower, Leon County residents tried to save it by building an earthen dam across the arm in which the sinkhole is located. They saved about a third of the water in main body of the basin, are determined now to reinforce the dam and make it permanent. In weeks to come, rainfall and tributary brooklets may slowly make Iamonia a lake again.

**Lake Iamonia**, full (*above*), is one of the best duck and bass lakes in the South. Empty (*below*) it is an oozy field of mud, redolent of dead fish. Once before, when Iamonia staged its disappearing act, a farmer planted oats in the

rich bottom, grew a fine crop, lost it when the lake refilled before harvest time. The sinkhole through which the water vanishes is shown below. It never returns through this hole. The lake refills slowly from surface moisture.



**Dead fish** gave Leon County residents easy meals for a few days, but warned of hard times ahead. As water grew lower, muddier, bass and perch died quickly. Catfish lasted longest.



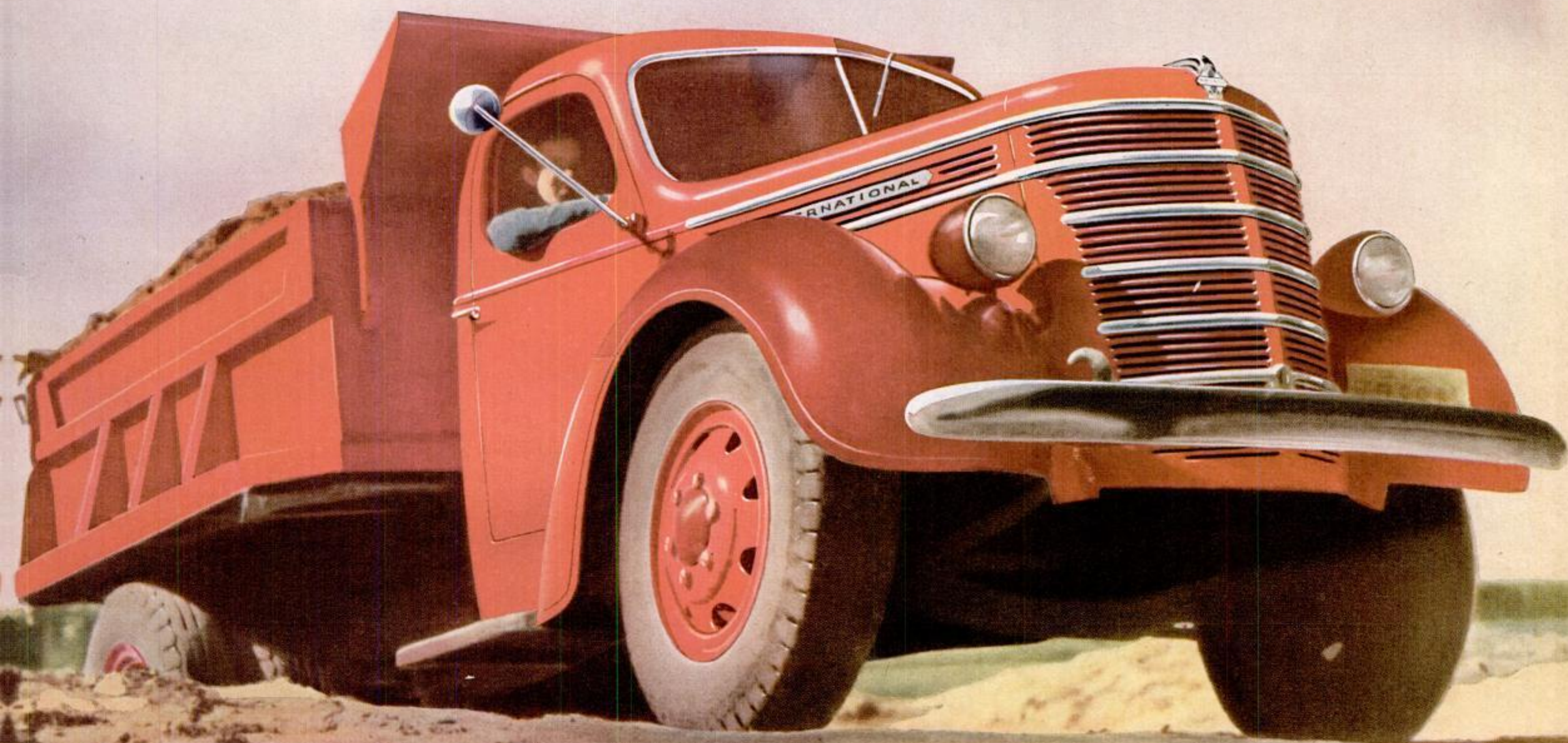


# **INTERNATIONAL HARVESTER**

**sells MORE HEAVY-DUTY TRUCKS (2-ton and up)**  
**than any other THREE MANUFACTURERS COMBINED**

**I**N ever-increasing numbers, truck users are investing in the truck that bears the Triple-Diamond mark. They are *cashing in* on the *high-quality standard* maintained for International Trucks during thirty-two years of truck manufacture...a quality standard of which every man in the Harvester organization is proud.

Another practical reason for the great demand for International Trucks is the fact that they are backed by the *most complete Company-owned truck service organization*. Whatever your own hauling need, the International dealer or branch near you has the truck for it. Sizes range from  $\frac{1}{2}$ -ton light-delivery trucks to big 6-wheelers.

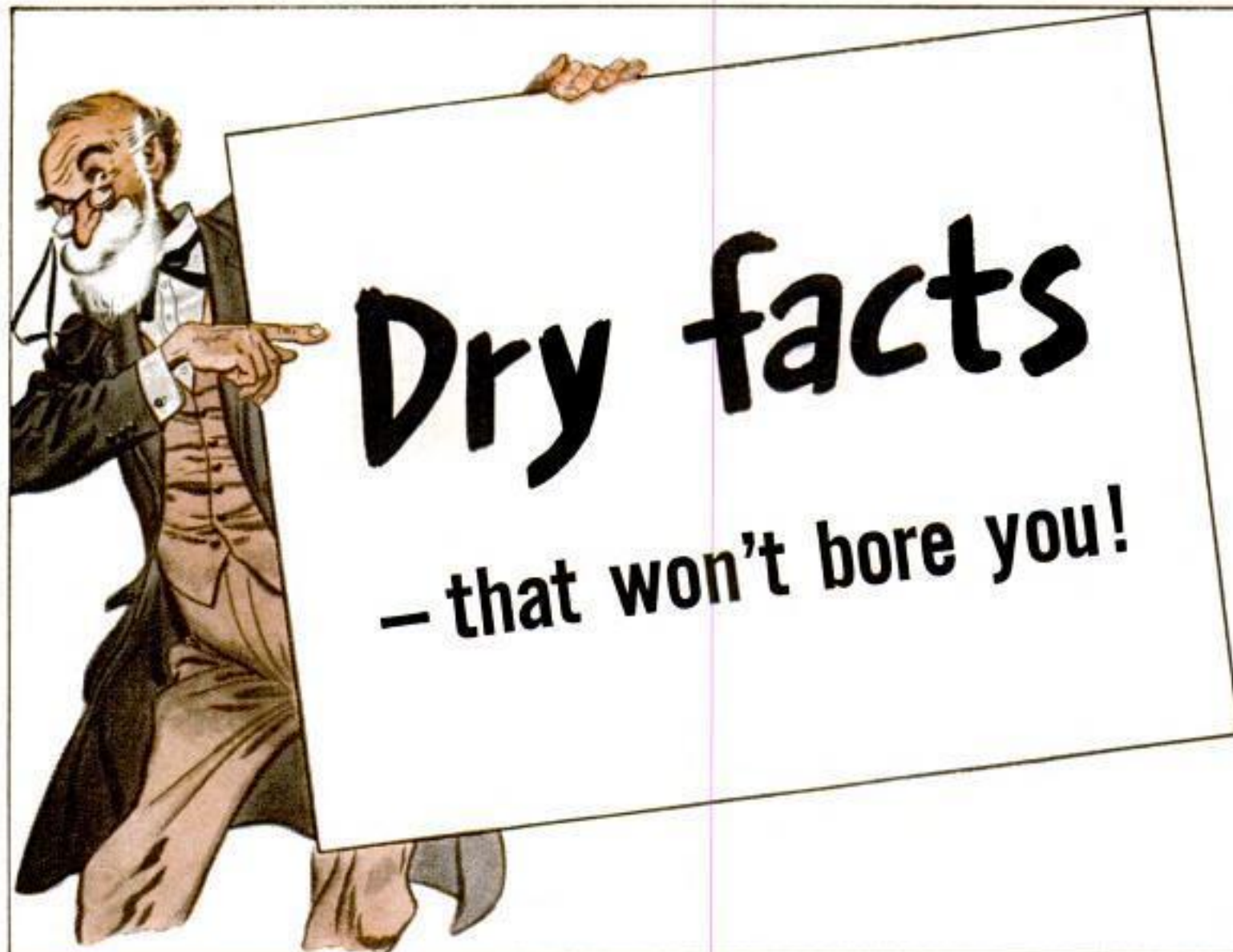


INTERNATIONAL HARVESTER COMPANY, (Incorporated) • 180 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

# **INTERNATIONAL TRUCKS**

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**You'll find** FACT ONE in your dictionary. Just look under "D" for the definition of DRY—as pertaining to beverages. It says, "*Lacking sweetness.*"

**2**



**You'll have to go** to Europe for FACT TWO. Quiz a Frenchman about champagne—he'll tell you *truly great champagnes are DRY!* And any Spaniard will tell you the same thing about *his favorite drink—great sherries are DRY!*

**3**



**Ask thousands** of Americans why they prefer Paul Jones whiskey. Their answers will give you FACT THREE: Paul Jones, too, is DRY. It's a mellow, full-flavored whiskey—but *without a trace of sweetness!*

**4**



**We'd like to have** you, yourself, discover FACT FOUR. Try Paul Jones any way you like—neat, or in a highball, or cocktail. The moment you taste that drink, you'll know FACT FOUR: that the DRYNESS of Paul Jones *makes any drink taste better.*

**5**



**Put all these** DRY facts together—and we believe you'll lose no time in making Paul Jones *your* whiskey. You'll find it at your favorite bar or package store. Ask for it—start enjoying the clean, brisk flavor of DRY Paul Jones *today!*

**Paul Jones**  
IT'S DRY

DRY means *not sweet*



**Every drop is WHISKEY!**  
*A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville and Baltimore.*





IN 1914 MR. AND MRS. CASTLE DANCED ACROSS THE U. S. IN A WHIRL OF GLORY



IN 1935 ASTAIRE AND ROGERS RESTAGE THE CASTLE TRIUMPHS ON THE SCREEN

## MOVIE OF THE WEEK:

Astaire & Rogers revive

*The Castles*

Historians may some day spot a night in April 1912 as an important moment in modern history. For on that night, in the *Café de Paris* in Paris, some bored diners sat waiting for something to happen. Suddenly it did. The band struck up *Darktown Strutters' Ball*. On to the floor glided a young Anglo-American couple, both incredibly slim and graceful, both dressed in what, in that bedizened age, was the height of smart simplicity. To a jazz rhythm they did a dance that had never been seen before. Effortlessly they wove about with a step that was intimate without being vulgar, light without being acrobatic. The bored diners roared with delight. All Europe was soon flocking to see the new international sensations—Mr. and Mrs. Vernon Castle.

That was the beginning of a great dance craze that swept the world. It was also the beginning of a revolution in styles, manners, pleasures and ideas

of propriety. Irene Castle became the symbol of all that was "chic" in woman. She bobbed her hair and a million girls bobbed theirs. She developed a streamlined silhouette and a million women did likewise. She wore male riding pants, carried a lap-dog in the street, and a million women imitated her.

The Castles popularized the Castle Walk, the One Step and the Maxixe, and millions discovered the pleasures of intimate dancing. The Castles opened dance halls and millions flocked to enjoy them.

When Vernon Castle died in a plane crash in 1918, he wrote finis to the history of this shining couple who danced like a comet across the carefree days before the World War. But their indelible achievement toward making the world a gayer and happier place is now recorded in an RKO picture in which those two bright dancing stars, Fred Astaire and Ginger Rogers, relive accurately their charming story.



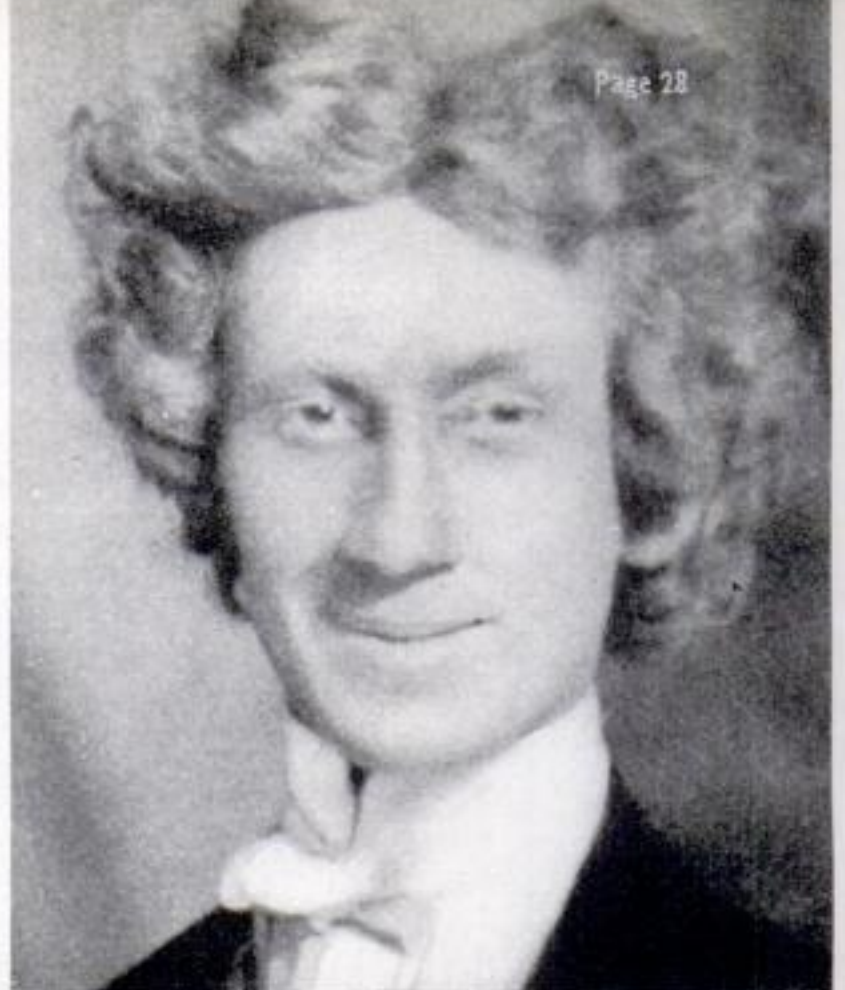
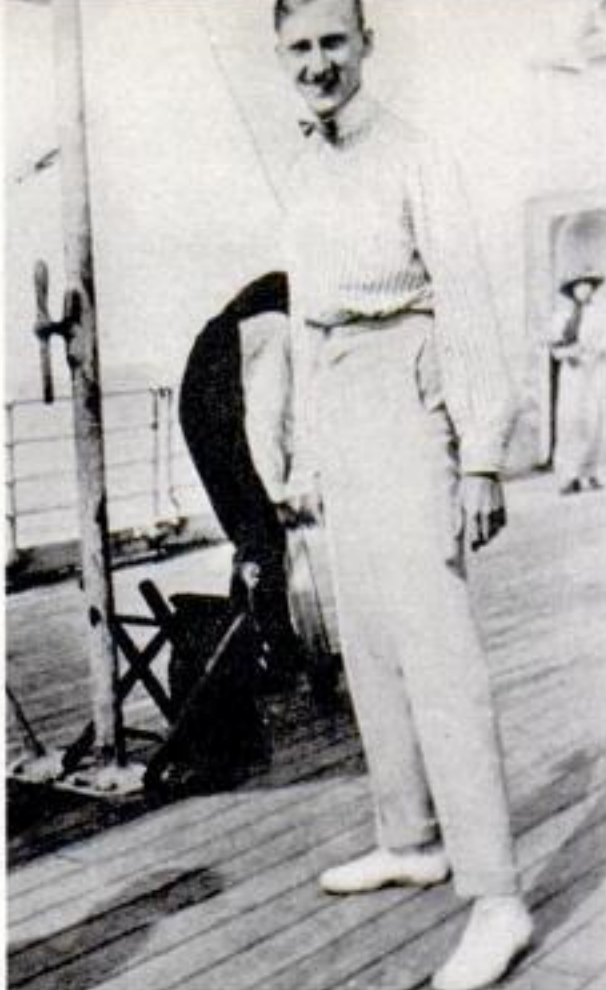
THESE SONGS, NOSTALGIC ECHOES OF CAREFREE DAYS THAT SAW THE DAWN OF JAZZ, ARE PLAYED AND SUNG IN RKO'S MOVIE OF THE CASTLES

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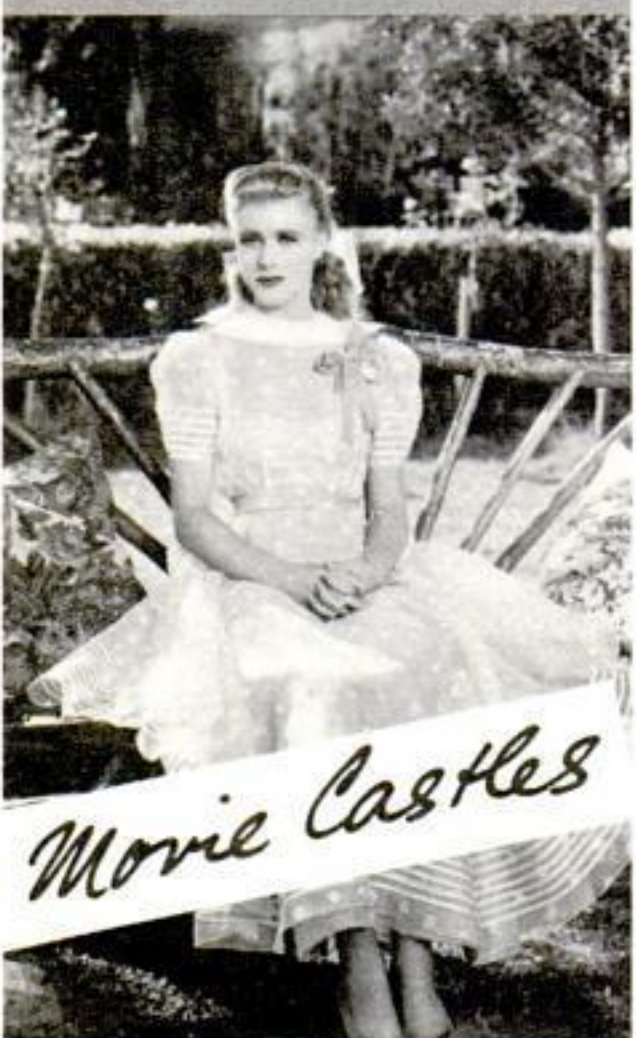


Movie of the Week  
(continued)

The Real Castles



The Movie Castles



As a schoolgirl, Irene Foote was the stage-struck daughter of a New Rochelle physician. At bottom, Ginger as Irene.

Irene imitated Bessie McCoy, pre-War star, who sang and danced the *Yama Yama Man*. Bottom, Ginger Rogers does an imitation of Irene imitating Bessie McCoy.

Vernon Castle's real name was Vernon Blythe (top). He was a comedian, as is Fred Astaire (bottom) in the film.

With a fuzzy wig Vernon played in a burlesque barbershop scene as stooge to Comedian Lew Fields in *The Henpecks* (1911). At bottom, Astaire in the wig.

The **Castle Tango** was one of the dances shown to U. S. millions when the Castles made their sensational whirlwind tour in 1914 to 32 cities in 28 days.

As the best-dressed woman of her time, Irene Castle introduced this Dutch street costume. Ginger wears the identical costume at bottom.

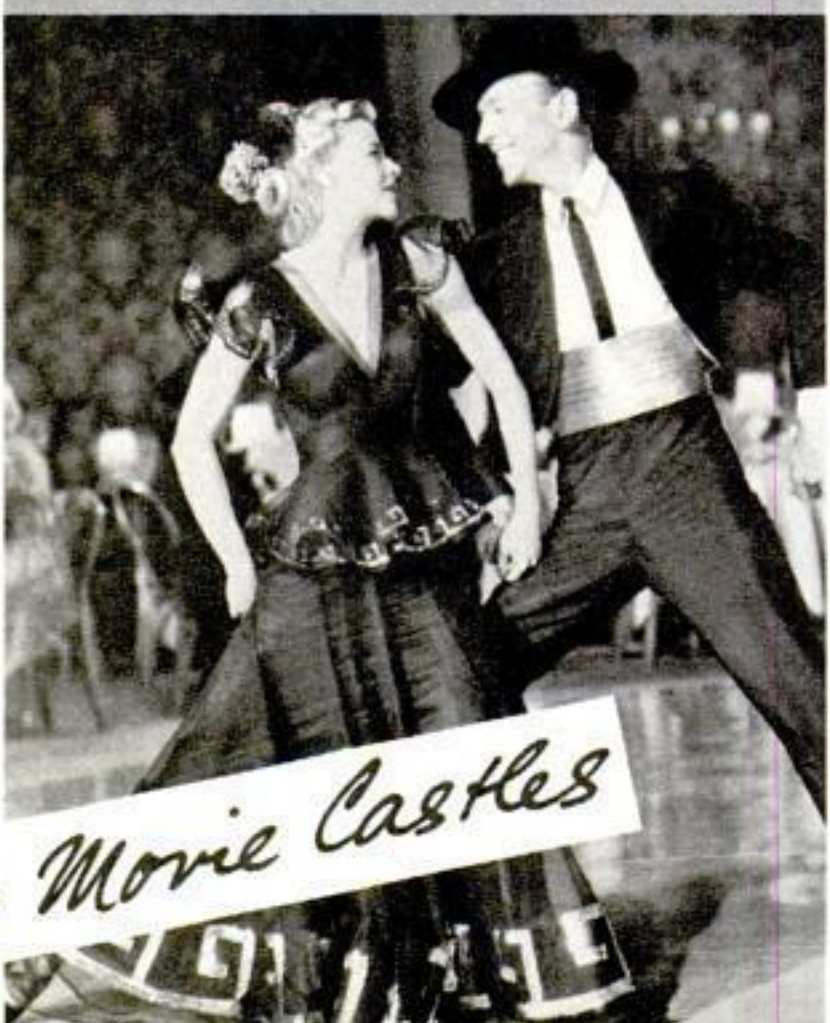
The **Scottish Glengarry cap** and schoolboy collar were introduced as Irene Castle styles. She also started fad of carrying "pooches."

This **Dutch lace cap**, bought with Vernon's last francs, was worn the night the Castles scored their first triumph in Paris.

The Real Castles



The Movie Castles







**Before their marriage** (May 28, 1911), Irene and Vernon posed for the top picture on her father's New Rochelle estate. In the movie, Ginger and Fred take a similar pose at the New Rochelle station. Then they went to France.

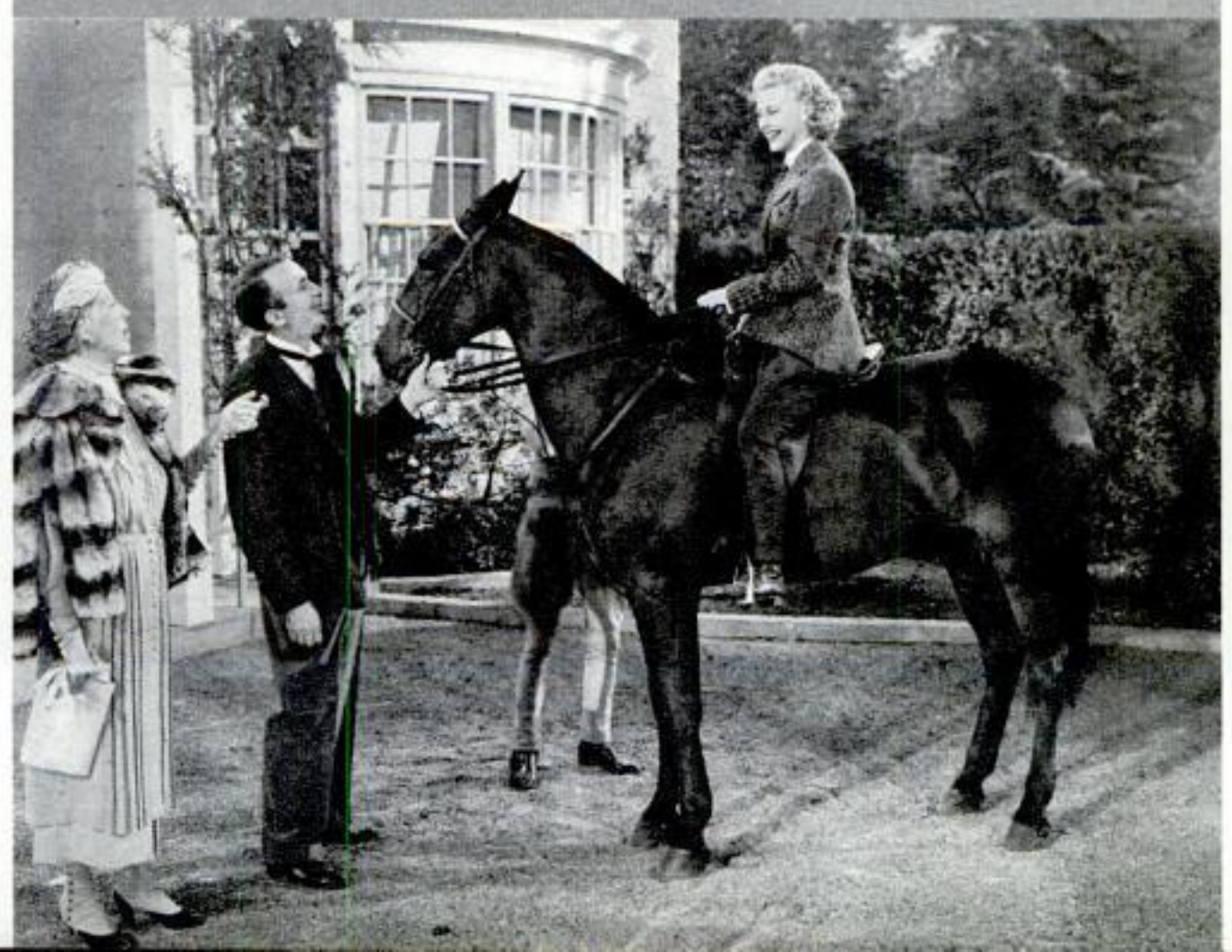
**At the Café de Paris** in 1912, the Castles made their dancing debut. They created an international sensation. Irene wore her wedding gown and a Dutch lace cap.

**The Castle Maxixe** was among the most famous of Castle steps. When introduced in *Castles-in-the-Air* in New York (1914), it helped revolutionize modern ballroom dancing.

**A dance costume**, worn by Irene Castle (top) in 1914, is redesigned for Ginger Rogers (bottom) in 1939. Many of the Castle dances and styles are now being revived.

**Horsemanship** became a passion with the Castles after they bought a "dream house" at Manhasset, L. I. Here Vernon played polo and Irene became an accomplished equestrienne. Most of the film scenes, like that at bottom, are accurate reproductions.

**In British Flying Corps** (1915-1917), Vernon won the Croix de guerre for photographing German trenches. He learned flying at his own expense.



CONTINUED ON NEXT PAGE



Movie of the Week (continued)

# *The Real Castles*



# *The Movie Castles*

As a movie actress, Irene Castle (top) starred with Warner Oland and Milton Sills in a series of war films called *Patria*. In *The Castles*, Ginger Rogers (bottom) enacts movie-making in an early Hearst studio.



To sell **Liberty Bonds**, Irene Castle designed her feminine version of her husband's uniform. Ginger wears it at bottom.



**Vernon Castle** was killed while instructing an air recruit at Ft. Worth, Tex., after the U.S. had entered the World War. At the top is his plane after crashing. At the bottom is the crash as filmed in *The Castles*.

**Irene Castle today** is this attractive woman of 45, who was technical advisor for RKO's version of her dance life. Married to Major W. Frederic McLaughlin, a coffee mag-

nate, she is the mother of two children, Barbara Irene, 14, and William Foote McLaughlin, 9. She maintains an animal shelter at Deerfield, Ill., where she takes care of

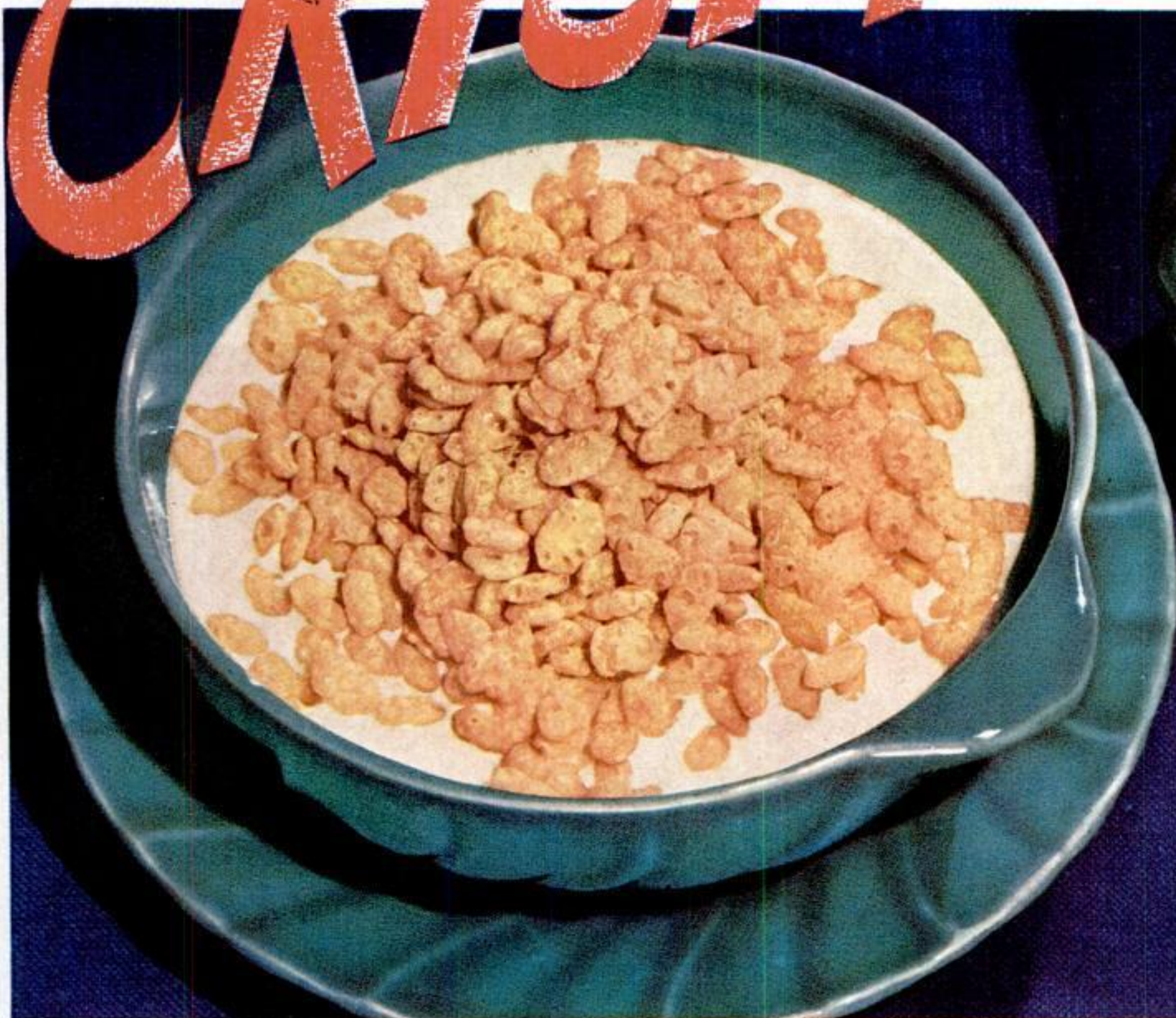
9,000 strays a year. On the screen, *The Castles* ends with the tragic death of Vernon. At right, Miss Rogers wears the same gown in her last dance with her film husband.





# THEY STAY CRISP!

Totally different  
from mushy cereals  
-a real taste treat!



Make this simple test:  
**2 HOURS IN MILK-**  
*Still Floating!*  
WON'T MUSH DOWN IN THE  
BOTTOM OF YOUR DISH!



Now you can forget breakfast coaxing! Just serve Kellogg's Rice Krispies and watch the youngsters pitch in. Helps them get more of the nourishing milk they need every day, too!

Naturally, children love Rice Krispies . . . everyone does. They're so crisp and crunchy and full of appetizing flavor. Not mushy, not flat-tasting. And that goes for the last spoonful as well as for the first.

Different in every way! Rice Krispies are not flaked—not shredded. They're "oven-popped" by Kellogg's patented process and toasted to a golden brown crispness that lasts.

Choose Kellogg's Rice Krispies at your grocer's. Made from American-grown, premium "Blue Rose" rice. Their tempting crispness protected by Kellogg's new KEL-LINER Inner-Wrap, the only cereal carton completely "Waxtite" heat-sealed at both top and bottom. For a really different, breakfast treat, buy a package today.

**NOT FLAKED**  **NOT SHREDDED**   
THEY'RE "OVEN-POPPED" BY KELLOGG'S PATENTED PROCESS  
Rice Krispies are absolutely unique in form . . . utterly distinct from every other breakfast cereal. Product and process are protected by United States Letters PATENT NOS. 1,925,267; 1,832,813



Copr. 1939 by Kellogg Company





**1** PINOCCHIO IS FASHIONED FROM WOOD BY GEPETTO, A CHILDLESS ITALIAN CARPENTER. TO THE DELIGHT OF GEPETTO, THE PUPPET MOVES AND TALKS



**2** A STREET FAIR DIVERTS PINOCCHIO ON HIS WAY TO SCHOOL. WIDE-EYED WITH DELIGHT, HE WATCHES THE ITALIAN STICK JUGGLER DO HIS TRICKS



**4** THE BLUE-HAIRED FAIRY WARNS PINOCCHIO THAT HE HAS ONLY TWO MORE CHANCES TO OVERCOME HIS GREED IF HE WOULD BECOME A HUMAN BOY

# PINOCCHIO

## WPA STAGES A CHILDREN'S CLASSIC

**N**obody knows just how the legend of Pinocchio began. Probably, like *Faust*, it came out of morality plays acted in medieval churchyards. A retired Florentine soldier snatched it from oblivion in 1880 and made of it a universal children's classic. Now dramatized into English verse by Yasha Frank, the wistful tale of the little wooden puppet who, after many a heartbreak on land and sea, became a human boy, is converted by the Federal Theatre into one of Broadway's most charming productions.



**3** A PRETTY MARIONETTE IN FAIR'S PUNCH AND JUDY SHOW IS PINOCCHIO'S FIRST LOVE. HE DANCES WITH HER AND IS ENTANGLED IN HER STRINGS



**5** THE CAT AND THE FOX TRICK PINOCCHIO OUT OF HIS FOUR PENNIES BY PROMISING TO MAKE HIM RICH IF HE WILL PLANT HIS MONEY IN THE GROUND

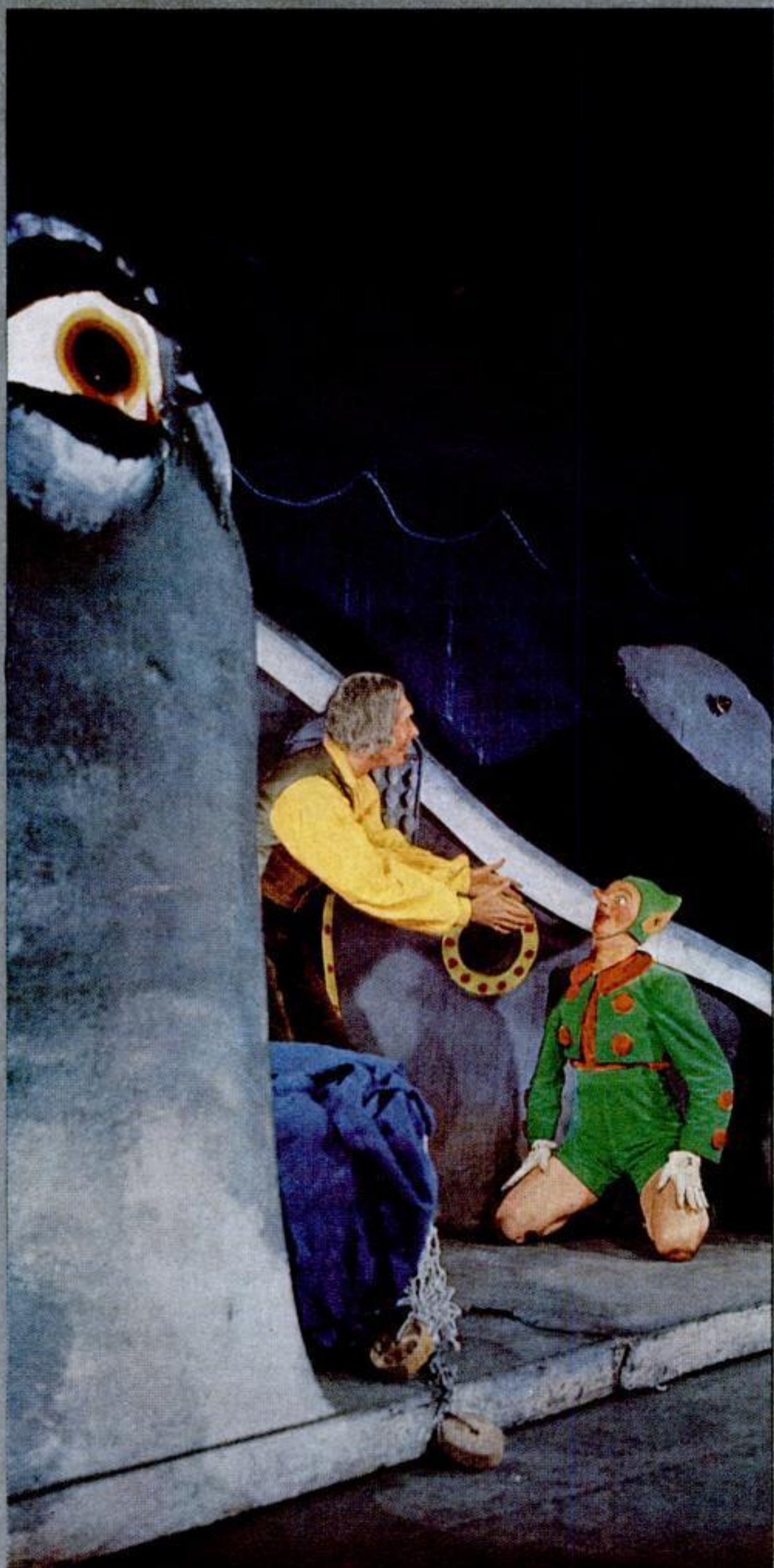




**6** THE COACHMAN AND HIS CLOWNS DRAG PINOCCHIO OFF TO BOOBYLAND AND LOCK HIM UP WHEN HE IDLY WANDERS OFF THE BEATEN PATH TO SCHOOL



**7** PINOCCHIO IS CHANGED INTO A MULE AND SOLD TO CIRCUS. THEY PLAN TO SHOOT HIM WHEN HIS LEG IS BROKEN, BUT DUMP HIM IN THE SEA INSTEAD



**9** PINOCCHIO IS SWALLOWED BY A WHALE IN WHOSE INSIDES HE FINDS GEPETTO THE CARPENTER. THEY ESCAPE FROM THE WHALE'S MOUTH WHILE HE SLEEPS



**8** AT THE BOTTOM OF THE SEA PINOCCHIO CHANGES BACK TO A PUPPET. HERE HE WANDERS ABOUT IN A DAZE TO THE ALARM OF MERMAIDS AND GOLDFISH



**10** PINOCCHIO BECOMES A REAL BOY WHEN HE HAS OVERCOME HIS GREED. TO HIS BIRTHDAY PARTY COME FRIENDS HE HAS MADE IN HIS WANDERINGS





LORD CALVERT AND SODA AT THE CLUB

PAINTED BY LESLIE SAALBURG

## LORD CALVERT...THE MOST EXPENSIVE WHISKEY BLENDED IN AMERICA

A superlatively smooth and mellow whiskey, "Custom-Blended" for the enjoyment of the connoisseur. It can, of course, be produced only in limited quantity. Each bottle is, therefore, numbered and recorded at the distillery by Calvert.

Bottled at 86.8 Proof. Copr. 1939 Calvert Distillers Corp., Chrysler Bldg., N. Y. C. Lord Calvert "Custom-Blended" Whiskey — 86.8 Proof. The straight whiskeys in this product are four or more years old, 30% straight whiskeys; 5% other whiskey, 18 years old; 65% grain neutral spirits. 20% straight whiskeys four years old, 10% straight whiskeys 10 years old, 5% other whiskey 18 years old.



## MODERN LIVING

# PLIOFILM FABRIC MAKES HANDSOME PROFIT FOR JOBLESS BUSINESSMEN

**P**liofilm would be a much better-known material if practically everyone did not confuse it with Cellophane. Like Cellophane it is transparent and shiny but it is also heavy, waterproof and durable. It is made of rubber and certain chemicals by a secret process of the Goodyear Tire & Rubber Co.

Though made by Goodyear, Pliofilm owes its success to three young men who, in 1935, were at Marshall Field's Chicago store. That fall Marshall Field's had one of its shakeups and the three men—Harvey Richards, Renick Boggs and James King—found themselves out of jobs. They knew about Pliofilm and knew it needed promotion. With \$10,000 they formed a company, persuaded Goodyear to give them exclusive marketing rights. The company began with one secretary. Now in its fourth year, it employs 700 people, last year did a profitable \$2,000,000 business.

Because of its waterproof quality, Pliofilm was first made into rain wear. Raincoats, capes and umbrellas, "mittys" and "hatbrellas" still do the biggest business. Other items, popular with neat housewives, are shower curtains, closet accessories and food covers, which come in many colors. In many of these lines, Pliofilm's chief competition is Koroseal, a synthetic elastic coating manufactured by the B. F. Goodrich company, which does not look like Pliofilm but serves the same purpose.

Altogether there are over 250 different Pliofilm items, ranging in price from 10¢ to \$3 apiece. When packages are sealed or zipped they are airtight. Pliofilm officials like to tell of a family that took a three-week touring vacation and forgot all about a Pliofilm-wrapped picnic lunch intended for the first day. They discovered the neglected packet upon arrival home and sampled it. It tasted fine.



**Waterproof coverall bib** protects this baby from stray morsels of elusive junket. Escaping food is neatly caught

in pockets which are sewn across the front of the bib. It can be cleaned easily with a damp cloth, costs 50¢.



**Hooded raincape** was the first Pliofilm made item. It is still the largest seller, is in great demand in London.



**Most expensive** product is this garment bag. It can hold ten evening-length dresses. It zips up the side, costs \$3.



**Homemade helmet** of opaque and transparent Pliofilm protects wave. Transparent shower curtain is in foreground.

CONTINUED ON NEXT PAGE





# Now—see why Remington Rand's "30% closer" head gives faster, smoother shaves!



ON Remington Rand Close-Shavers that part which touches the skin is nothing more than a protective film of diamond-hard steel! (See above photograph.) It is thinner even than the page on which this advertisement is printed—only half as thick as the thinnest razor blade.

This means that the "shaving blades" of the exclusive Diamond Brand shaving head virtually touch the skin... can shave you close as a razor blade, yet faster and without skin irritation.

That's why Remington Rand Close-Shavers have succeeded where others have failed—why in 1938 they outsold every other electric razor.

In fact, you get such a grand shave that again and again Remington Rand users have asked: "Why in the world did I wait for someone to give me this marvelous shaver when I could have bought one ages ago at some good store?"

## FREE TRIAL

Most dealers are glad to let you prove to yourself without any obligation how wonderful these Remington Rand Close-Shavers are. Why not go to your dealer today and ask for a demonstration? General Shaver Division of Remington Rand Inc., Bridgeport, Conn. Remington Rand Ltd., Toronto, Canada.

SEE the Giant Shaver at Remington Rand Hall at the New York World's Fair!

The Remington Close-Shaver, \$15.75    The Rand Close-Shaver, \$9.50  
(Prices slightly higher in Canada)

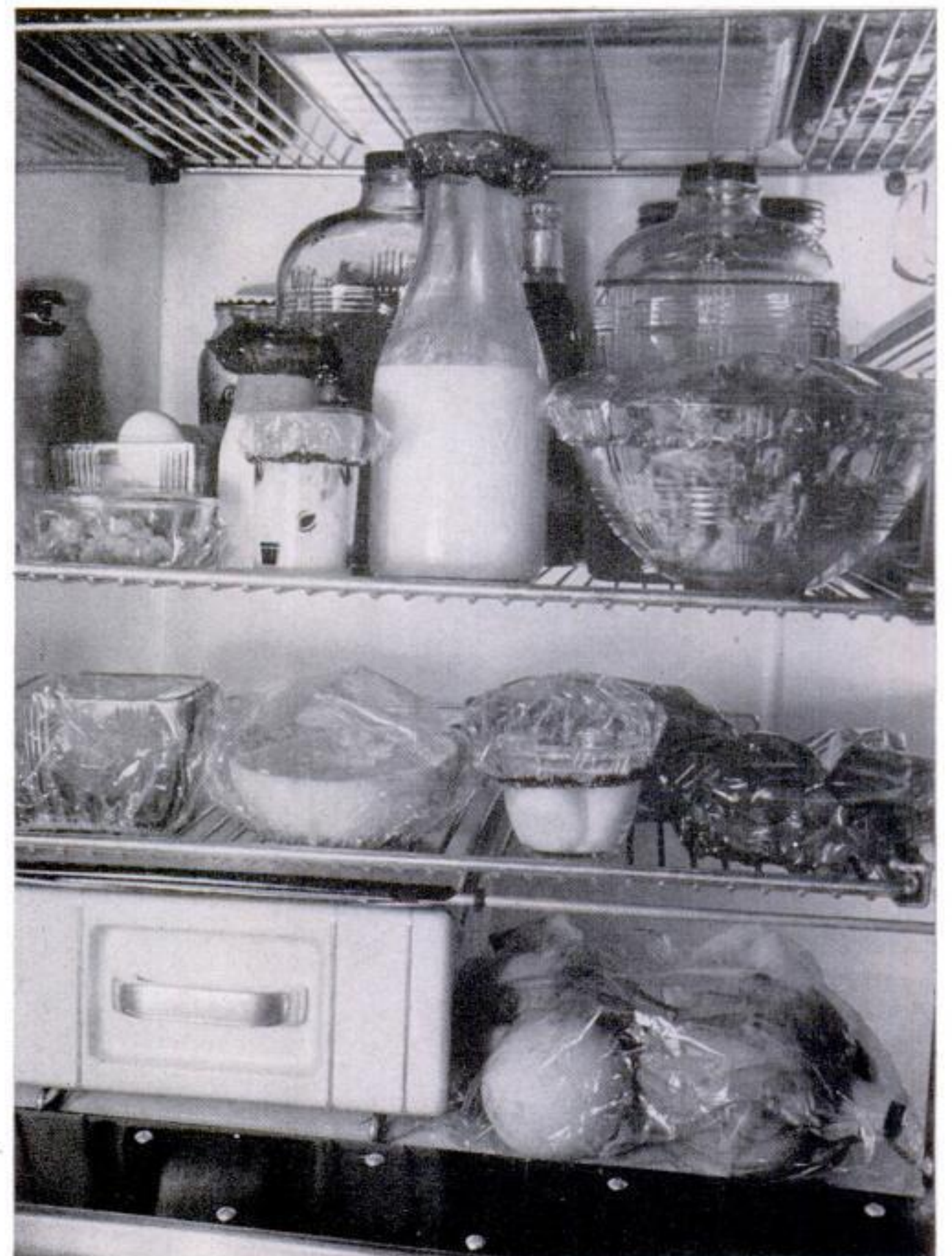
# Remington Rand

CLOSE-SHAVERS

## Pliofilm (continued)



Housewives sew Pliofilm into slip covers, smocks, table runners, costumes. Transparent Pliofilm makes smart household coverings; the opaque kind is more wearable.



In refrigerators, zippered bags and elastic-edged caps keep the moisture in foods, avoid icebox odors and waste. Lemons wrapped in Pliofilm will last for six months.



# Now— a *Safer* way to gain Alluring Slenderness

**Bread Diet cuts down excess weight without  
starvation, fatigue or nervous strain**

EVERY WOMAN longs for a slim, lovely figure—and the admiration it brings. But there's no need to resort to extreme reducing diets that starve your nerves and muscles and drain you of vital energy.

The Bread Diet offers a sane, easy way to reduce without exhausting the system. Delicious meals that require no special cooking! And a satisfying variety! Bread plays an important part in this reducing diet, which is planned to convert safely excess weight into energy.

Far-reaching scientific tests have proved bread can be an important aid in reducing.

It is a valuable combination of carbohydrates and proteins. It helps you burn up more completely the fat you are losing. In addition, bread helps keep muscles strong and firm.

The Bread Diet is based on years of research in leading universities and laboratories. It supplies all the food elements the body needs—in well-balanced meals you can enjoy.

You scarcely know you're on a diet—until you look at the scales. And as weight goes down, pep stays up!

If you are reducing, start the *safe* Bread Diet tomorrow!

## Follow this Diet Outline\* and see if your own out- line doesn't improve

These Diet Meals give about 1500 calories a day—the reducing allowance of the average person, moderately active, whose ideal weight would be 130 lbs., but who is 10 to 20 lbs. overweight. For more extreme overweight, consult your doctor about reducing.

### BREAKFAST

1 glass fruit juice  
Small serving of lean meat or fish  
—or 2 eggs  
2 SLICES of BREAD or TOAST  
½ square butter—¼" thick  
Clear coffee—1 level tsp. sugar

### LUNCH

½ cup cream of tomato soup  
2 slices bacon  
2 SLICES BREAD  
1 glass milk—½ pint

### DINNER

1 cup consommé  
Broiled veal cutlet  
1 average serving cauliflower  
1 average serving green peas  
2 SLICES BREAD  
Salad—Romaine or lettuce  
and 1 sliced tomato  
Orange ice  
Clear coffee or tea—1 tsp. sugar

\*Make sure, of course, that your overweight is not caused by a condition that requires medical treatment.

## YOU CAN WASH WINDOWS FOR AN HOUR ON 2 SLICES OF BREAD

Bread supplies sustained energy . . . endurance . . . for a steady flow of pep and vitality that helps keep you going for hours at a time. That is why bread should be eaten by everybody—and is especially important if you're reducing. To help sustain your energy, make bread a part of every meal—eat at least six slices every day!

## BUY BAKERS' BREAD

With his trained skill and scientific equipment, the modern baker makes bread that delights the critical taste—made of pure, nourishing ingredients, baked to perfection in scientifically controlled ovens.

Tells what you should weigh for your age and height—how to reach your ideal weight. Complete Bread-Diet menus for a whole week.

## FREE

20-PAGE  
BOOK—  
COMPLETE

BREAD-DIET GUIDE

American Institute of Baking, Dept. L-3  
9 Rockefeller Plaza, New York City

Please send my free copy of  
"The Right Way to Right Weight."

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Copyright, 1939, by Standard Brands Incorporated





\* Reproduced from certified, unretouched photographs of identical foods, refrigerated, uncovered, at comparable temperatures.

# Frigidaire and General Motors Present the World's first "Cold-Wall" Refrigerator *BUILT ON AN ENTIRELY NEW PRINCIPLE!*

**Saves Food's Vital Juices from Drying Out!**

**Preserves Flavor, Color, Nourishment—Amazingly Longer!**

● Now—for the first time—you can store even highly perishable foods days longer than ever before... and prolong their *original freshness*—retain their *rich nutritional values*—save their *peak fresh flavor*!

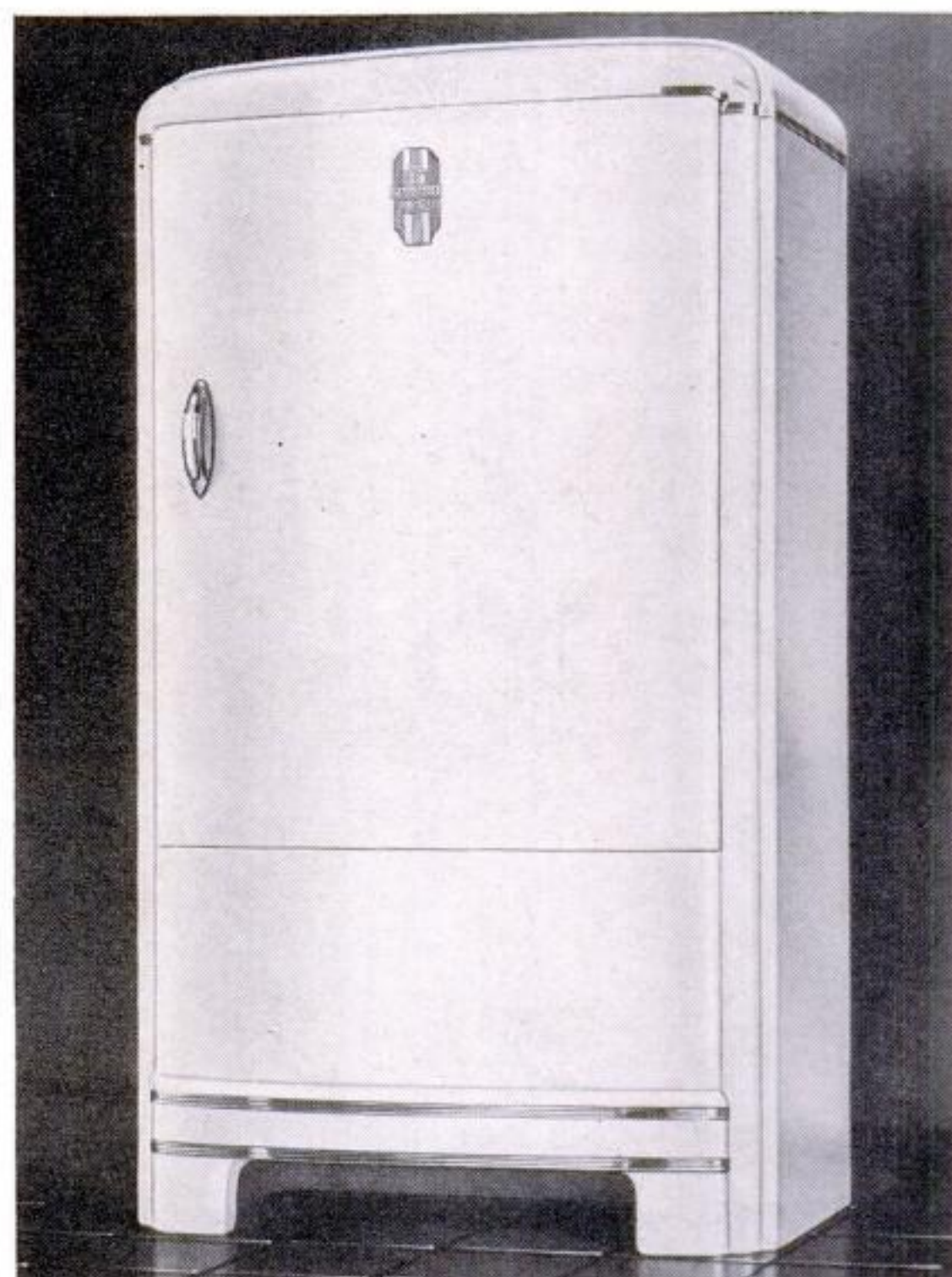
Fresh fruits and vegetables do not lose their attractiveness through wilting, shrinking, changing color! Left-over meats, peas, beans, oatmeal, even *mashed potatoes*—stay as fresh and delicious as when first prepared. And you don't even have to cover them... Because, with the new "Cold-Wall" Principle, food is not dried out by moisture-robbing air currents. And odor-and-flavor transfer is also checked.

Here, at last, is something *entirely new* in refrigeration—the refrigerator that saves not just your food, but the **VITAL VALUES** you pay for in food. And gives you new

elegance in its sweeping, modern lines. A new **MEAT-TENDER** for fresh meats. New **SUPER-MOIST HYDRATORS** that keep vegetables crisper, fresher. New **METER-MISER** that continues to break economy records.

**Get Proof—in 5 Minutes**—No other refrigerator in the world can give you these advantages. Convince yourself in 5 minutes. Visit your Frigidaire Dealer's store. See *proof* that the New "Cold-Wall" Frigidaire puts you way out ahead, in every vital way—yet costs no more than *ordinary* "first-line" refrigerators. Make no choice until you see it! FRIGIDAIRE DIVISION, GENERAL MOTORS SALES CORPORATION, DAYTON, OHIO.

See Frigidaire's other new models, too—for every need and budget. Also the new Frigidaire Electric Ranges and Water Heaters. Every one a great General Motors Value.



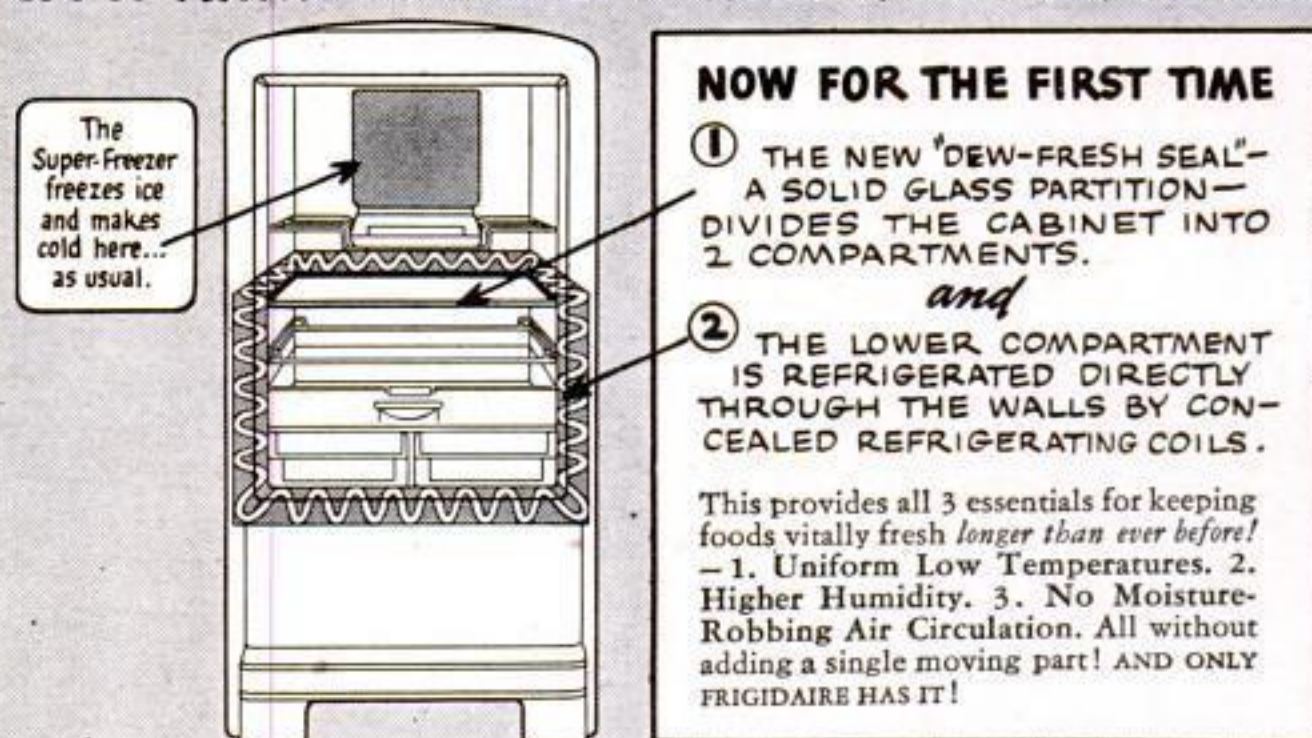
**CUTS CURRENT COST TO THE BONE...**  
Simplest Refrigerating Mechanism Ever Built—and when parts aren't there, they just can't use current or wear. Completely sealed. 5-Year Protection Plan, backed by General Motors.



**ONLY FRIGIDAIRE HAS  
QUICKCUBE TRAYS**

*Imitated but never equalled*—because they're 1. *Easier to use*—just lift one lever and cubes are free, two or a trayful. 2. *Built Sturdier*—to stand hard, constant service. 3. *Faster Freezing*—made of heavy gauge metal in every part. 4. *Better Looking*—styled trim and modern. Compare—and you'll want only *genuine* FRIGIDAIRE QUICKCUBE TRAYS.

## HOW AMAZING "COLD-WALL" PRINCIPLE WORKS

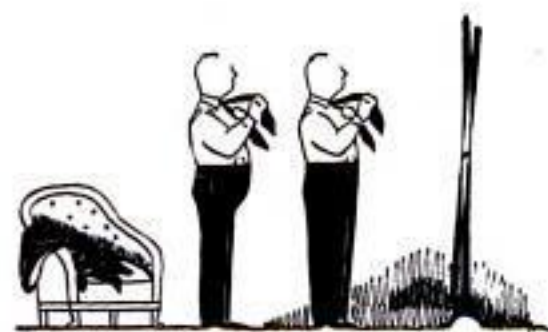


# FRIGIDAIRE WITH THE METER-MISER



## MODERN LIVING

# A LADY SHOWS MEN HOW TO DRESS WITH SIMPLE RULES AND EXAMPLES



TROUSERS: BAD &amp; GOOD

Most men would feel happier if they weren't badgered into trying to dress stylishly. But custom tailors, stylists and the elves who write male-fashion notes persist in flooding American males with advice on dressing well. This usually causes little but confusion and resentment. In an attempt to clear matters up, Dorothy Stote has just written a sensible book which gets down to fundamentals of male attire. It is called *Men Too Wear Clothes* (Frederick A. Stokes Co.: \$1.50) and is addressed in large part to women who, according to the author, choose 50% of the clothes worn by American men.

It was movies, says Mrs. Stote, that upset man's sartorial complacency. The average male could look at a well-dressed screen hero, remain completely unmoved. But not his female companion. She grew discontented, began to nag. Clothing manufacturers, seizing their chance, multiplied masculine styles.



VEST: GOOD &amp; BAD

Weakened, men chose clothes unwisely. With a few good rules and examples, shown here in illustrations from her book, Mrs. Stote tries to help them.

The drawing at top left shows why stout men should not wear tight legged trousers. They emphasize his abdominal bulge. Full-cut trousers conceal it. In evening dress, the stout man should shun double-breasted waistcoats (above right). They give him a well-upholstered look. A single-breasted waistcoat with points breaks up his curve. In jackets, however, the stylish stout should wear a double-breasted model which squares off his figure (below right). If he stubbornly insists on a single-breasted jacket, he should leave it unbuttoned. The thin panel of vest which shows suggests slimness. The short man should let his jacket come down far enough to cover his seat and no more. This leaves a long stretch of leg, adds apparent height. No man in tails should wear a waistcoat which shows beneath the fronts of the coat (bottom).



COAT: GOOD &amp; BAD

Discussing everything from overcoats to ties, Mrs. Stote adds some interesting history. Custom of leaving bottom vest button open, she says, was begun by Edward VII. As he grew old & plump, His Highness could sit in comfort only if he unbuttoned the bottom button. Of this royal necessity a style was born.



JACKET: GOOD &amp; FAIR

WAISTCOAT SHOWING BENEATH FRONT OF TAIL COAT IS APPALLING



**THIS  
EMBLEM**

on Containers means



## Better Protected ICE CREAM

THE Sealright Emblem is the mark of a modern, sanitary packaging service for ice cream, dairy and food products. It identifies ice cream containers, ice cream cups and other food packages which are manufactured from clean, pure, hygienic Sealright paper under Sealright's exacting conditions of sanitary control.

Ice cream manufacturers and dealers who give you the extra protection of Sealright Sanitary Service deserve your patronage—and are easy to identify. Look for the Sealright Emblem on the ice cream container. Buy where you see it. It is your unerring guide to better protected ice cream.

SEALRIGHT COMPANY, INC., FULTON, N. Y.  
Kansas City, Kansas; Los Angeles, California; Peterborough, Ontario, Canada



**SEALRIGHT  
MILK BOTTLE CAPS**  
In many styles—all made from clean, pure, hygienic Sealright Sanitary Paper.

**SEALRIGHT  
PAPER CONTAINERS**  
Two types—Round and Nestle. For ice cream and other moist or juicy foods.

**SEALRIGHT  
ICE CREAM CUPS**  
Clean and sanitary—the best way for children to buy 5¢ worth of ice cream.

**SEALRIGHT  
PAPER MILK BOTTLES**  
Used but once, then thrown away. The modern carry-home package for store milk.



*You Can Taste and Feel  
The Difference*

—when this double  
action dentifrice  
brings quick re-  
freshment to mouth,  
gums and teeth



*Fight Acid*  
when you brush your teeth!

AFTER EVERY MEAL, food particles lodge in tiny crevices in and between the teeth.

There they may ferment and form acids that are a common cause of tooth decay, while their fermentation can mar the taste and cause bad breath.

Squibb Dental Cream\* (or Squibb Tooth Powder\*) contains, in addition to its cleansing and polishing agents, a proven ingredient which neutralizes the acids caused by fermentation wherever it comes in contact with them.

Buy a tube or tin today . . . use it for your next brushing. Instantly, your mouth will respond to the zestful feeling of cleanliness—the clean sense of refreshment.

Start this beneficial habit—and don't forget that by the daily use of Squibb dentifrices and adequate professional care, most tooth decay can be prevented.

\*A Squibb laboratory control number appears on every Squibb product. This number is a guarantee that the raw materials, steps of manufacture, and the final Squibb product have been subjected to the severity of all Squibb tests.

*Acid-Neutralizing*



COPYRIGHT, 1939, E. R. SQUIBB & SONS

**SQUIBB Dental Cream**

*The Priceless Ingredient of Every Product is the Honor and Integrity of its Maker*

## MODERN LIVING



THE BUSTLE BOW IS REMINISCENT OF 19TH CENTURY STYLES

## PARIS TRIES TO BRING BACK THE BUSTLE BUT U. S. STYLISTS BALK

Of all the fashions of the 19th Century, none was so much derided as the bustle. Yet this spring bustles are back, at least in the spring collections of such Paris designers as Schiaparelli and Balenciaga. When word of the new bustle dresses came from Paris, U. S. manufacturers and style experts were pessimistic, prophesied that the bustle dress would never reach great volume production, for the cheaper dress market never adopts an impractical fashion. Unlike last year's hoopskirts (LIFE, Sept. 5), which hide full hips and have graceful swing and movement, the bustle is fussy and unflattering. It makes slim women look hippy, hippy women look more so.

Three weeks ago the first Paris imports of bustles arrived in New York, were copied by high-style dress manufacturers in day and evening dresses. A far cry from the stiff wire and horse-hair framework of the late 19th Century, the 1939 adaptation of the bustle has no framework at all, is simply a large draped bow.

Though fashion histories point out that the "bell-shape" cycle is invariably followed by a "back-fullness" cycle, the bustle fad is still mostly conversation, for the U. S. demand at present is for the simple shirtwaist-type dress (LIFE, Mar. 20).

The printed white satin dress (above and opposite page) is one of the five bustle dresses shown by Schiaparelli at the spring openings. Except for the 18-in. zipper fastener, this model, in straight-skirted bustle dress, plumed black picture-hat, and black mousquetaire gloves might be a well-dressed lady of 1890.





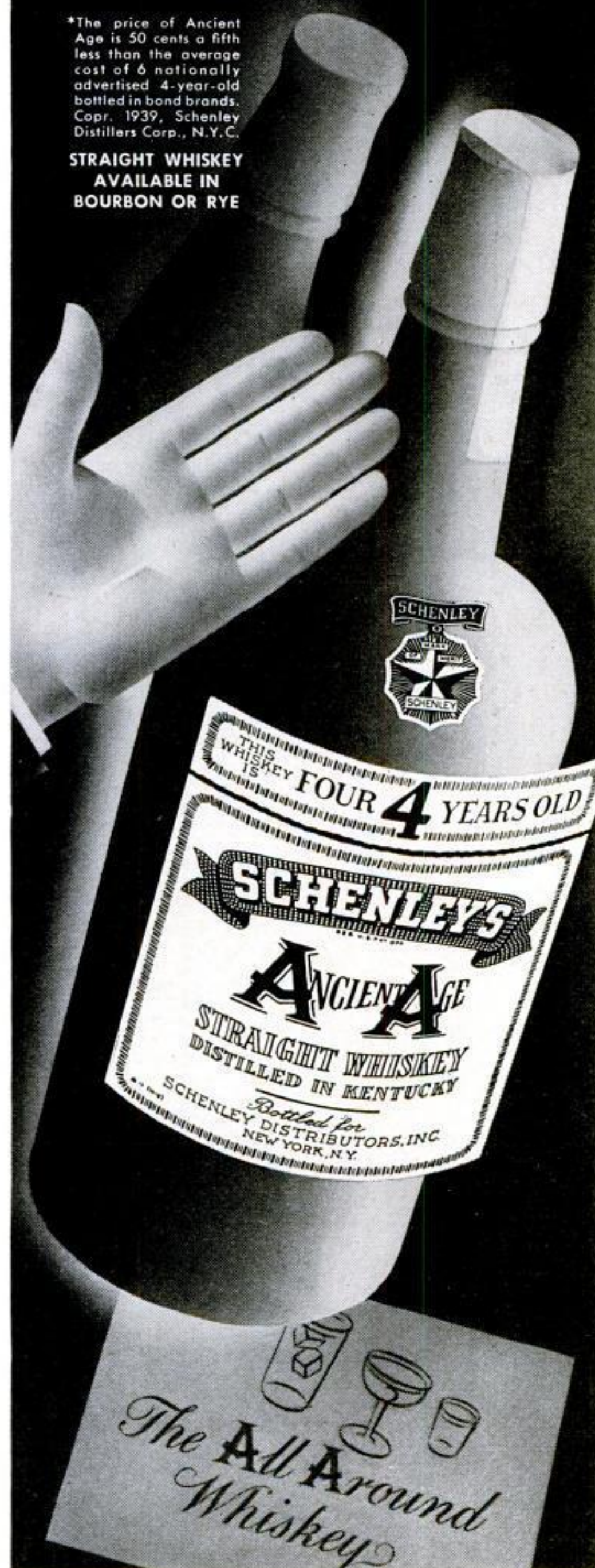
# Comparison

SIR, WE LOVE IT!

And why shouldn't we invite comparison when Ancient Age, the All Around whiskey, is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, costs 50c a fifth less.\*

\*The price of Ancient Age is 50 cents a fifth less than the average cost of 6 nationally advertised 4-year-old bottled in bond brands. Copr. 1939, Schenley Distillers Corp., N.Y.C.

STRAIGHT WHISKEY  
AVAILABLE IN  
BOURBON OR RYE







# Favorite

# Recipes of famous that go well



*Rube Goldberg*

RUBE GOLDBERG, cartoonist extraordinary, creator of Boob McNutt, Mike and Ike and Lala Palooza, known for his

screw type of inventions showing how to accomplish simple things in complicated ways. Writes well, plays golf badly.

## *Corned Beef Hash*

Chop lean corned beef... mix with cut up boiled potatoes... add chopped onions and plenty of butter and fry.



*Achmed Abdullah*  
CAPTAIN ACHMED ABDULLAH, formerly British cavalry officer, polo player, dramatist and author of "The Grand Duke," "Toto," and screen versions of such hits as "Lives of a Bengal Lancer," and "The Thief of Bagdad."

## *Country Luncheon*

For two people boil five medium sized potatoes in the jacket, peel and slice for frying. In a pan heat a tablespoon of bacon grease and add three strips of bacon, chopped, and one medium sized onion, also chopped. After two minutes of frying, add the sliced potatoes. When the potatoes are turning to a good golden brown color pour over everything three whole beaten eggs. Let the eggs set and fry on one side, then turn this whole cake over and fry also on the other side to a good color. Season with salt and black pepper.



*Ford Madox Ford*  
FORD MADDOX FORD, one of the most distinguished living writers. His "The March of Literature," recently published, is considered unique among books of general literary history and criticism. Friend of Henry James and collaborator with Joseph Conrad.

## *Welsh Rarebit (Four Persons)*

1 tablespoon butter; 1/2 pound old fashioned store, or English Cheddar cheese; Cayenne pepper (optional), mustard, Worcestershire sauce, to taste; 1/2 cupful beer; toast (4 slices).

Melt butter in chafing dish or skillet over very slow flame. Or, preferably in *bain marie*: i.e. double sauce pan with water in lower portion. Add cheese grated or chopped or sliced very thin. When all is well melted add beer, stirring slowly. Before serving add what condiments you please, as above. *Plunge slices of toast in melted mixture and turn till they are well impregnated.* Some people prefer to pour rarebit on the toast, but the coldness of the toast tends to toughen the cheese.



*Walter Slezak*  
WALTER SLEZAK, featured comedy star of the musical hit, "I Married An Angel," and widely recognized as one of the finest amateur chefs in New York. Now in his fifth hit show on Broadway.

## *Pig's Knuckles in Lentils*

Soak lentils at least 4 hours. Plunge pig's knuckles into boiling water. Then scrub and rinse in cold water. In large pot, gather together: pig's knuckles, lentils, 1 carrot, 1 turnip and 2 leeks. Cover with water and simmer in covered pot until lentils and knuckles are tender. Remove knuckles and debone neatly. Rub lentils and vegetables through a sieve. Add some of broth to thickness desired. Add meat from the knuckles and serve in deep plates. Season with salt and black pepper.



*Ben Irvin Butler*  
BEN IRVIN BUTLER, Executive Director of *The Society of Amateur Chefs* — famous group of gourmets and culinary "hobbyists." Its society boasts some of the foremost men of modern Literature, the Arts and the Theatre.

## *Roast Saddle of Pork with Prunes*

When buying saddle of pork, ask butcher to leave the ribs a little longer than usual. Place saddle meat-side downward into a roast pan. Fill cavity well with prunes. Tie rib bones together as tightly as possible. Place roast into hot — 500 degree — oven, placing pan beneath meat to catch drippings. In 20 minutes, reduce heat to 400 degrees. Continue roasting until meat is done (20 minutes per pound). Baste constantly. Prepare gravy from drippings, thickening with potato starch. Serve with sauerkraut and mashed potatoes.

The epicure prefers a beer that is neither sweet nor bitter. Schlitz achieves the full tang and flavor of true beer without the bitterness of the hops or the sweetness of the malt. Its fresh, clean after-taste makes good food seem better.



THE BEER THAT MADE MILWAUKEE FAMOUS





*Gelett Burgess*

GELETT BURGESS, widely read humorist, popular satirist of society; originator of the Goop books, nursery classics; author of "The Burgess Nonsense Book," "Two O'Clock Courage," best selling murder mystery, etc.

#### *Baked Potato Skins, or McKeevers*

Peel well scrubbed potatoes with little of the white, to avoid starch, into narrow strips . . . about two inches long. Butter and add "Seven Herb Sauce" and bake in a pan until crisp. Dust lightly with celery salt, before serving. *Very good as healthful appetizer with beer or with green salad.*



*Russell Patterson*

RUSSELL PATTERSON, creator of famous Patterson Girl, outstanding illustrator and designer, formerly of Hollywood's Paramount Studios, now employed on work for N. Y. World's Fair.

#### *Rolled Cube Steaks*

Buy a cube steak per person. On the cubed side put short strip of bacon, slice of dill pickle. Cut lengthwise and add sprinkle of chopped onion. Roll steak together and fasten with thin thread. Fry these rolls quickly on all sides in a little bacon fat; dust lightly with flour and add water, one bay leaf, a few corns of whole pepper and a pinch of salt. Cook until thoroughly tender in covered pan.



*Arthur William Brown*

ARTHUR WILLIAM BROWN, internationally-known illustrator for The Saturday Evening Post, voted most popular artist by 100 famous models, creator of the pictorial character, "Mr. Tutt," and known to movie fans by his appearance in "Artists and Models."

#### *Sour Eggs*

In deep pan, fry 4 chopped slices of bacon and one chopped onion. Dust lightly with flour; brown flour and add tablespoon of good vinegar. Season with salt and black pepper. Add enough water to paste to make gravy of medium thickness. When gravy comes to good boil, break as many raw eggs into it as needed. Cover pan and let eggs poach in gravy to hardness desired. Serve with pickles.



*Tony Sarg*

TONY SARG, internationally famous as a humorous illustrator, creator of Marionettes and Monster Balloon Parades. His amusing murals, notably his humorous animal mural in The Waldorf, New York, add further to his fame.

#### *Dish for Large Party*

Buy equal amounts of beef, veal, pork and lamb. Cut in 1 inch cubes. For  $\frac{1}{2}$  lb. of each—enough for 5 persons—you need 2 large yellow turnips, 6 medium-sized potatoes. Use pot or pan with tight fitting cover. Line bottom with bacon strips and cover with pork. Season well with fresh-ground pepper and salt, and cover the pork with layer of diced potatoes and turnips. Pile on this the veal and again the potatoes and turnips; finally, add the layer of beef and potatoes and turnips remaining. Place quartered tomato on top with generous lump of butter. Fit the cover, sealing rim with paper moistened with flour paste. Cook over slowest fire 4 hours.



*Murdock Pemberton*

MURDOCK PEMBERTON, former art critic of "The New Yorker" and author of Broadway success, "Sing High, Sing Low." Among his theatrical ventures are countless hit plays. Writes on foods and beverages for "Esquire."

#### *Steak a la Ill Manor*

Get from the butcher his best sirloin and insist it is 3 inches thick. Trim excess fat. Mix about three pounds of coarse salt in a bowl with water so as to form a paste. Now sprinkle steak on both sides with black pepper, then cover with a quarter inch of the wet salt, completely covering the steak. Cover this with a few white paper napkins (this is to keep the salt from drying too rapidly), insert in a double grill, similar to an old-fashioned bread toaster and cook over a hot bed of charcoal. (Start fire an hour ahead of cooking to have a hot bed). Cook about fifteen minutes on each side. Knock off salt, which falls off in a solid piece. Now slice the steak down in narrow strips, throw the pieces into a pan of hot butter and serve on a half slice of bread which has been dunked in the hot butter. *Precede with young onions and radishes and accompany with plenty of good beer.* (One such steak will serve ten modest appetites).

# Amateur Chefs with that famous flavor found only in Schlitz



Copyright 1939 JOS. SCHLITZ BREWING CO., MILWAUKEE, WISCONSIN

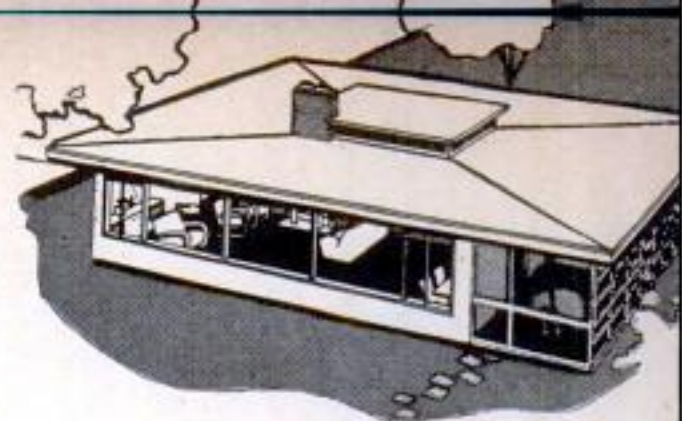
That famous flavor of Schlitz comes to you intact in every bottle. *Here's why:* The air that sustains life can destroy the flavor of the beer if sealed in the bottle. **SO—WE TAKE THE AIR OUT OF THE BOTTLE AN INSTANT BEFORE WE PUT THE BEER IN.** An amazing new method that assures you brewery-fresh goodness *always*. Schlitz pioneers again!

KEE FAMOUS



# More News about LIFE HOUSES

**Architect EDWARD D. STONE**  
(designer of the LIFE "House without halls")



Edward D. Stone of New York City, who helped design Rockefeller Center, is shown selecting the Alexander Smith Floor-Plan Rugs for his LIFE house.

*selected these*

## ALEXANDER SMITH FLOOR-PLAN RUGS

TRADE-MARK

FOR HIS \$2,000-\$3,000 INCOME LIFE HOUSE

**What a story for smaller income families there is in Architect Stone's selections!** First—he had no difficulty finding a size to fit his huge 13 x 29 foot living room. Try shopping around if you think that's easy. Second—he was able to find harmonizing colors and patterns for all three rooms—important in a small house. And third—the cost of the three rugs didn't strain the \$2,000-\$3,000 income budget!

**FLOOR-PLAN RUG SERIES B 381**  
For the parents' bedroom Mr. Stone chose a solid color textured rug in Maple Tan. Size of room—9' 7" x 14' 9" ... Size of Floor-Plan Rug—7' 6" x 12'.

**FLOOR-PLAN RUG SERIES D 912**  
A moderne panel arrangement in rust and tan, beautiful yet practical, was the choice for the nursery-bedroom. Size of room—11' 2" x 17' 2" ... Size of Floor-Plan Rug—7' 6" x 12'.

**FLOOR-PLAN RUG SERIES B 378**  
A solid color textured rug in rich Burnt Copper was selected for the living room. Size of room—13' x 29' 3" ... Size of Floor-Plan Rug—9' x 21'.

A GUIDE TO RUG BUYING



**FREE!**

To help you choose new  
rugs for your own home

The selections of LIFE'S architects, together with Clara Dudley's famous "Guide to Rug Buying" will be sent FREE on receipt of coupon below. If you would like a Color Scheme Kit (samples of rug, wallpaper, drapery and upholstery fabrics) indicate on coupon color of your room and enclose 10c in stamps or coin.

Alexander Smith & Sons Carpet Co., 295 Fifth Avenue, New York  
☐ Please send me FREE, list of Floor-Plan Rug selections of LIFE'S architects, and Clara Dudley's "Guide to Rug Buying."

☐ I also enclose 10c for which please send me a Clara Dudley Floor-Plan Rug Color Scheme Kit for a room in which the prevailing color (walls, furniture or draperies) is \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

No matter what size rooms you have ... big or little ... what the style of your house ... whether you're building or redecorating, you'll find Alexander Smith Floor-Plan Rugs are the answer. Floor-Plan Rugs are made in a wide variety of room sizes. They're made in plains, textures, period patterns. And there is such a variety of qualities that it was just

as easy for the other LIFE architects, with higher-income houses, to find perfect Floor-Plan Rugs as it was for Mr. Stone. As it will be for you!

Remember, too, that no matter how little you pay, any rug bearing the Alexander Smith name is a quality product, and that each Floor-Plan Rug bears the Good Housekeeping Guaranty.



Leading stores throughout the country are displaying the FLOOR-PLAN RUGS  
Selected by LIFE'S ARCHITECTS

... and many other Floor-Plan patterns, too

Copyrighted material



# NATIONAL FIELD TRIALS IN TENNESSEE



HIS TAIL ARCHED IN TRIUMPH, SPORTS PEERLESS PRIDE (AT LEFT) IS LED FROM THE FIELD BY HANDLER DEWEY ENGLISH. ON THE OTHER LEASH ARE TWO POINTERS

## SPORTS PEERLESS PRIDE WINS U. S. BIRD-DOG CHAMPIONSHIP



HOBART AMES RUNS THE TRIALS

The shaggy dog nearest the camera above is a friendly little 4-year-old setter named Sports Peerless Pride. Working with an almost perfect pace, without making a fault, he produced on March 8 near Grand Junction, Tenn., four coveys of quail in less than an hour to win the 1939 U. S. bird-dog championship. To his handler, Dewey English of High Point, N. C., went a check for \$1,500. To his owner, L. M. Bobbitt of Winston-Salem, N. C., went the glory of owning the first setter to win the national championship since 1930. All the other champions in the last nine years have been pointers.

Since 1896, the host for the National Field Trials Championships has been tall, aristocratic Hobart Ames, who has made a fortune manufacturing shovels and for four months each year retires to his 25,000-acre plantation in Tennessee. There, early every March, the best U. S. pointers and setters participate in what are considered the hardest field trials

in the world. The dogs, who must be recognized champions, work in pairs, run for exactly three hours. During that time they hunt over corn and cotton fields, through swamps and briars, in heavy Southern timber. They must travel as much as 50 miles without getting exhausted and are judged both on "ground work" (how they cover territory assigned) and "bird work" (actual pointing of quail).

Because the trials are held on his plantation, Mr. Ames is the chief judge and policeman for both dogs and spectators. Autocratic and severe, he seldom mixes with the dog owners or trainers. Most amusing part of the trials is to watch the procession of spectators and judges as it rides off behind the working dogs. Ames comes first, flanked by two other judges, and far behind come the spectators on horseback. The entire group takes its cue from Ames, stops when he stops, advances when he advances. To an observer, it looks like a feudal lord with his army.

**Homewood Star Dust**, deep-chested, muscular pointer, is firmly tied to the front stoop of a Grand Junction home.



**Spectre**, a smart English setter, rides in the back of a handler's car. In his trial Spectre ran off the course, got lost.

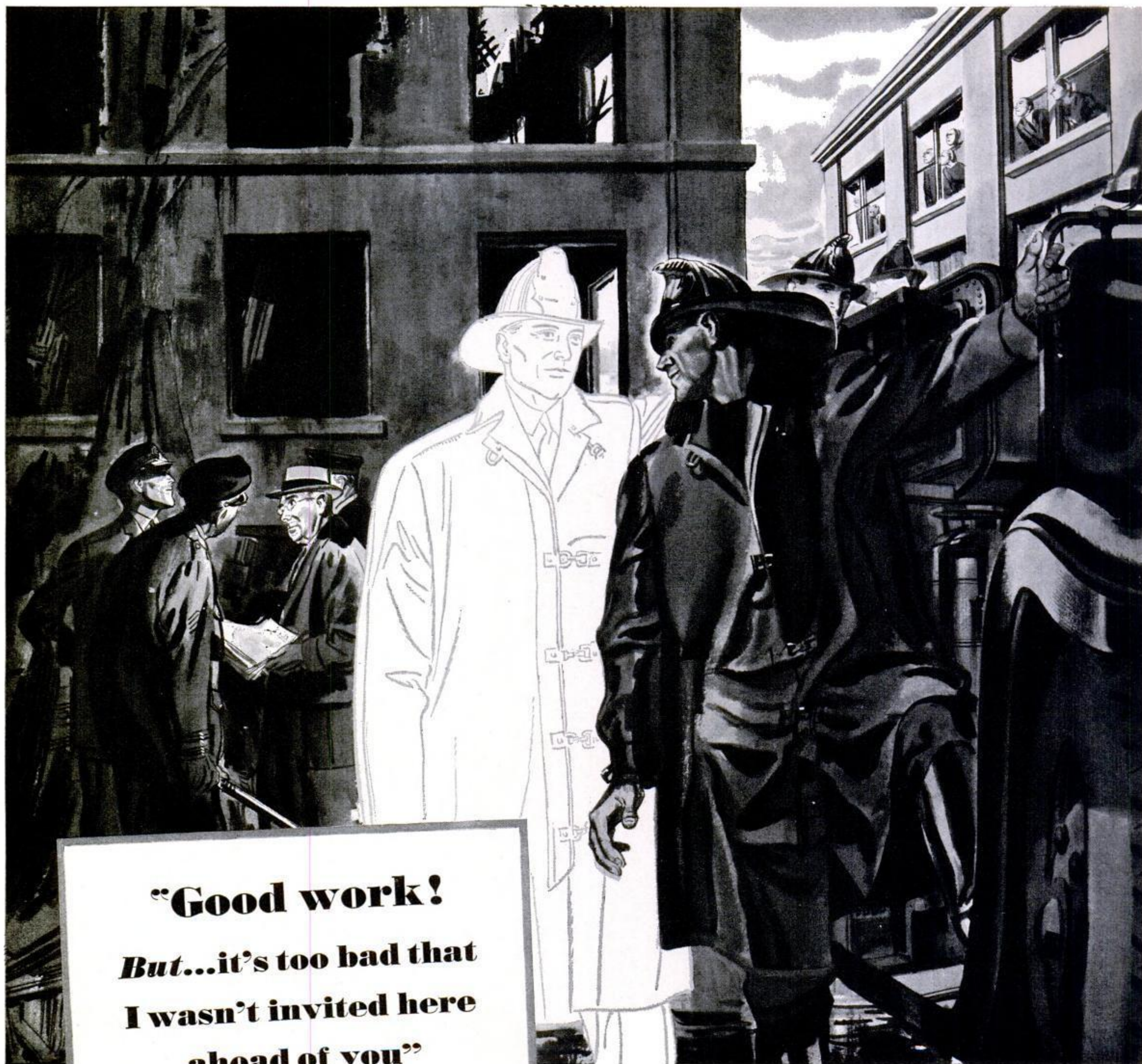


**Navasota Sholes Jake** is a husky pointer who came from Texas. Usually pointers are better gun dogs than setters.



CONTINUED ON NEXT PAGE





**"Good work!  
But...it's too bad that  
I wasn't invited here  
ahead of you"**

**F**OR having saved the neighboring buildings, the departing smoke-eaters deserve the White Fireman's\* praise; the ruined structure was a roaring furnace when the alarm was sounded. Spreading from a smolder in a basement waste-room through an elevator shaft to upper floors, the fire raced to an early headway, which fire doors would have prevented. That is what the White Fireman is thinking about. It being his job to put out fires *before they start*, he knows that, had certain measures been taken in advance, the damage could have been minimized . . . the owner would still have the use of his building . . . and even merit an annual saving in the premium cost of his fire insurance.

\*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



## Insurance Company of North America

PHILADELPHIA



This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life. FOUNDED 1792 · LOSSES PAID: \$435,000,000



## Field trials in Tennessee (continued)



At nine o'clock promptly the dogs are set down for the morning's trials. The pointers starting here are King Genius and Dr. Rahn. Neither of them did at all well.

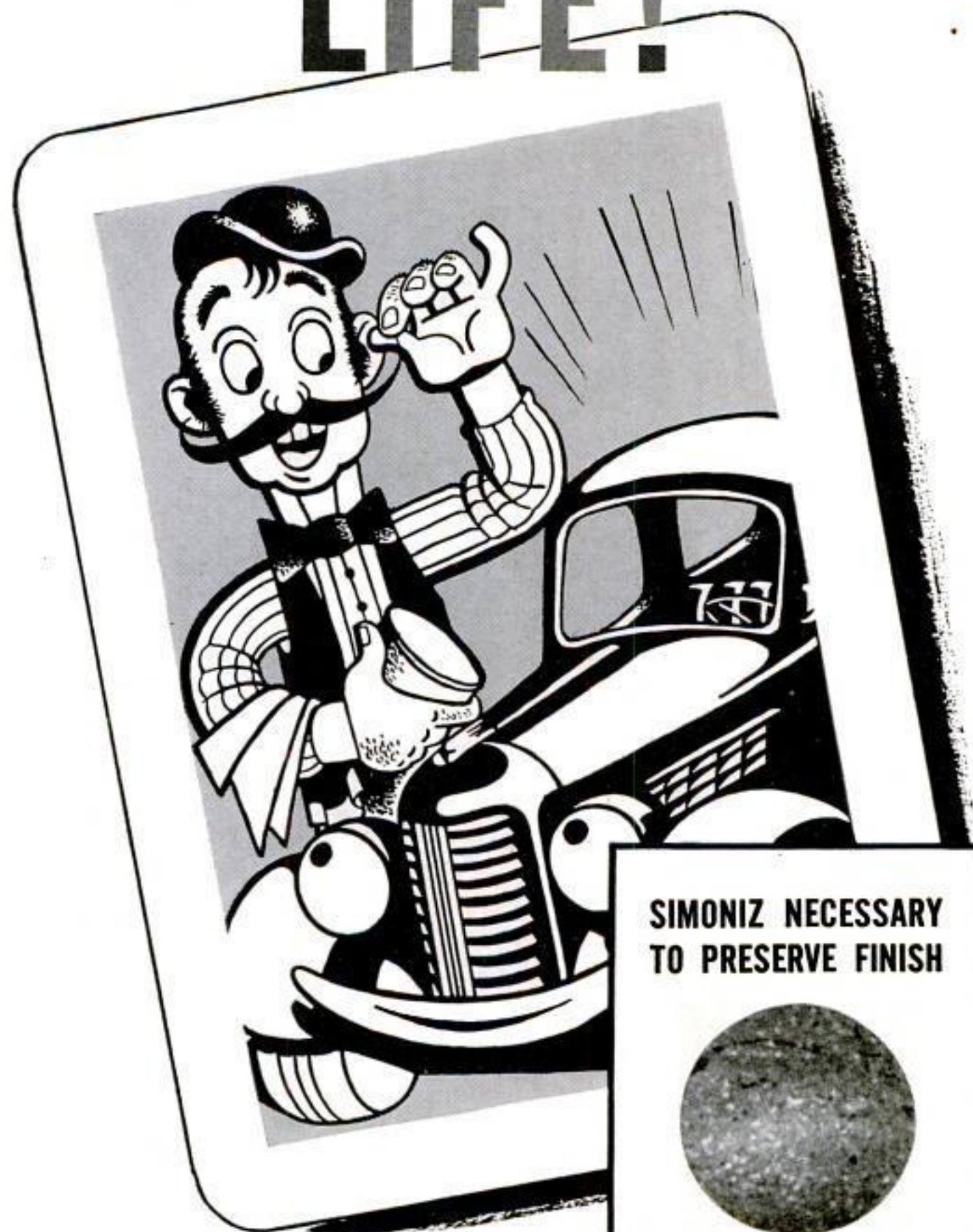


Across corn fields ride 100 spectators. Because it is impossible to keep up with the dogs on foot, spectators pay Negroes \$1.50 to rent ragged old mules and horses.



With quail hidden in the deep brush, a setter comes to a point. In these trials no birds are killed, but the handler fires a gun to show that the dog is not gun-shy.

## BRINGS BEAUTY BACK TO LIFE!



### SIMONIZ NECESSARY TO PRESERVE FINISH



**WITHOUT SIMONIZ:** Weather, dirt, and ultra-violet rays attack and break down lacquers and enamels. The dull, chalky residue speeds up this decay. No amount of washing can correct this condition.



**HOW SIMONIZ SAVES THE FINISH:** Destructive elements can't get at the finish of a Simonized car. A secret ingredient (found only in Simoniz) stops them. Saved from decay by Simoniz, the lacquer or enamel lasts longer. Your car stays forever beautiful!

### BE MODERN! SIMONIZ YOUR CAR!

Just think! Simonizing makes it possible for you to drive a car that's clean and sparkling—not just now and then, but every day . . . and for years. And easily, too! Even though your car is dull now, Simoniz Kleener will bring back all the glorious brilliance the finish had when new. It cleans lacquers and enamels as they should be cleaned—safely and thoroughly. Besides, as dullness is really decay, Simoniz Kleener stops the disintegration of the finish . . . All in one quick, easy operation! Try it yourself . . . see the difference! And remember, every car needs Simoniz to keep it beautiful. Insist on these world-famous products. And get them now!

## MOTORISTS WISE SIMONIZ

Sold everywhere in hardware, drug, department, and auto supply stores, filling stations . . . never under any other name. TRY THE NEW EASY WAY TO SIMONIZ TODAY!

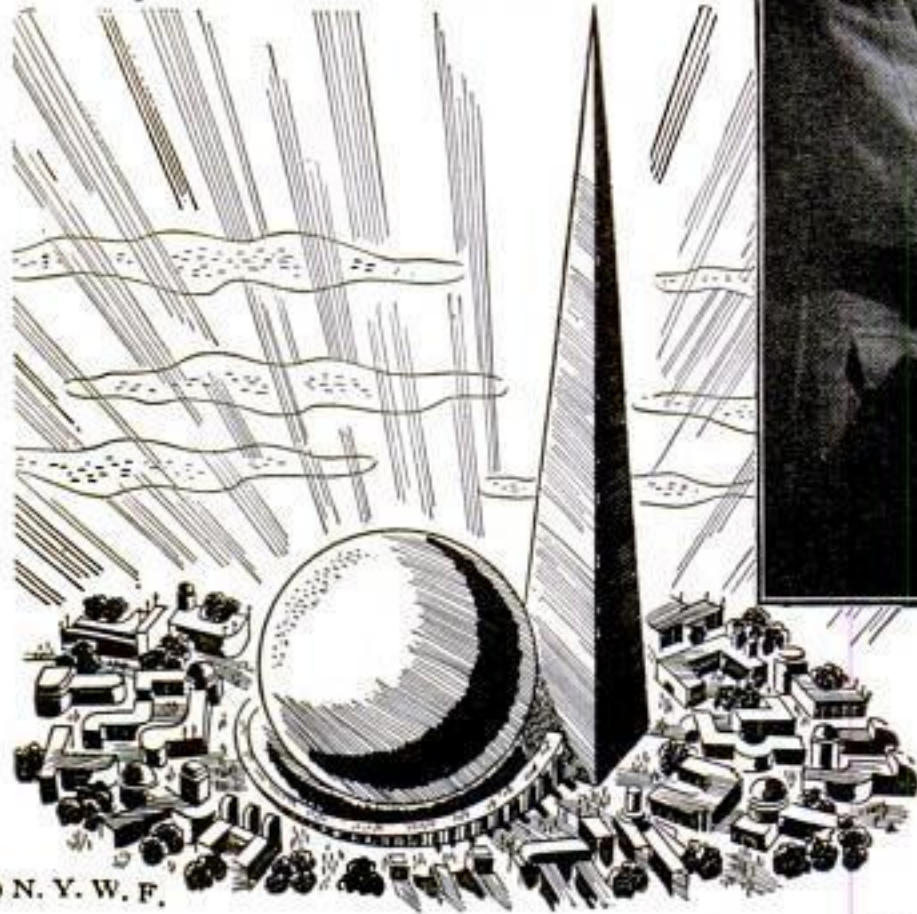


THE SIMONIZ COMPANY  
CHICAGO, U. S. A.



# WORLD'S FAIR PROBLEMS SOLVED...IN YOUR OWN HOME TOWN

Go safely, swiftly, comfortably—by rail...with hotel accommodations assured in advance...interesting sight-seeing trips...full value for your vacation time and money...through American Express Travel Service.



© N. Y. W. F.

Enjoy a "double-barrelled" vacation trip this summer...see New York, and the New York World's Fair. And—arrange everything in advance *right in your home town!*

## Experienced Travelers Go This Way

American Express Travel Service—America's foremost travel organization—offers you services of from 2 to 7 days in New York—or longer if desired. You'll find one of these services to fit the amount of time or money *you* wish to spend!

You go by *rail*—in safe, swift comfort. You are greeted on arrival by an American Express Travel Service representative...sent in a special taxi to a hotel of your own choosing...where a room has already been reserved. And, also included in the cost of your trip, are admission tickets to the Fair...with *special sightseeing trips to points of interest!*

## The Carefree Way Is The Sensible Way

For any of these American Express World's Fair Tours, you can make arrangements in your own home town! Ask for full details at the railroad ticket office when you buy your transportation. Plan *your* trip as do countless world travelers who use American Express Travel Service all over the earth. Visit the New York World's Fair this sensible, economical way!

TOURS PROVIDE 2 TO 7 DAYS OR LONGER IN NEW YORK

**2-DAY TOUR**  
In New York includes:  
Taxi transfer, station to hotel.  
1 night's hotel accommodations.  
One Souvenir Admission Ticket to the World's Fair.  
Sightseeing Tour of New York by Gray Line Motor Coach.  
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Room.  
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**\$9.30 to \$13.55**

**4-DAY TOUR**  
In New York includes:  
Taxi transfer, station to hotel.  
3 nights' hotel accommodations.  
Two Souvenir Admission Tickets to the World's Fair.  
Sightseeing Tour of New York by Gray Line Motor Coach.  
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Room.  
Taxi transfer, hotel to station.  
**\$16.55 to \$29.30**

**5-DAY TOUR**  
In New York includes:  
Taxi transfer, station to hotel.  
4 nights' hotel accommodations.  
Three Souvenir Admission Tickets to the World's Fair.  
Sightseeing Tour of New York by Gray Line Motor Coach.  
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Room.  
Taxi transfer, hotel to station.  
**\$20.55 to \$37.55**

When you arrange your trip, protect your travel funds with American Express Travelers Cheques. A safe, convenient protection against loss or theft. Acceptable anywhere!

Consult any Railroad Ticket Office, your Travel Agent or any American Express Office

## AMERICAN EXPRESS TRAVEL SERVICE AND RAILROADS OF AMERICA

## SPORTS

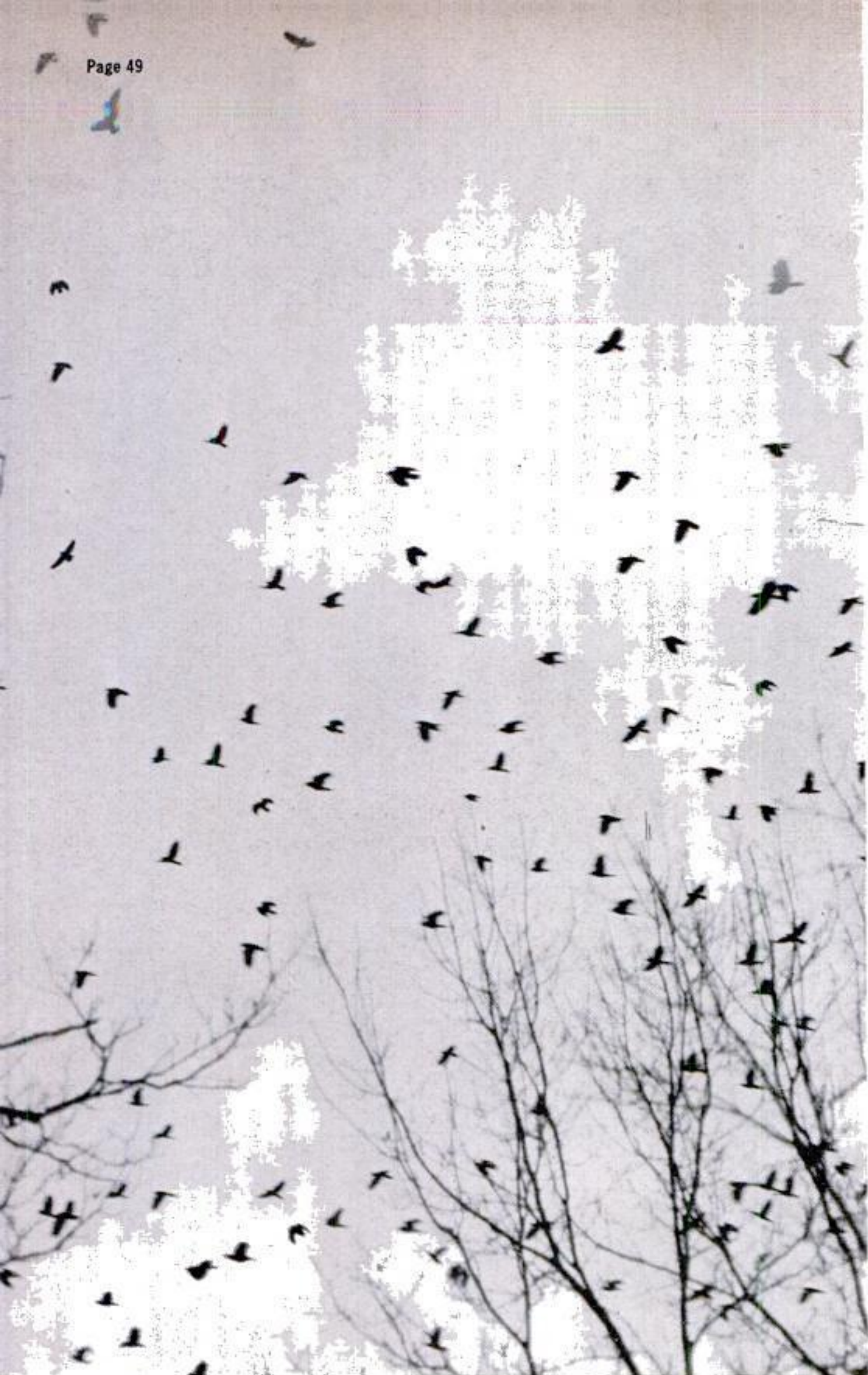


CROWS FLY IN HUGE FLOCKS, SOMETIMES NUMBERING 10,000 BIRDS. IN THE MORN-

Winged by a shotgun, this crow was caught alive by a hunter. Crows build their nests high up in the trees, usually lay five eggs, blue-green marked with brown.







...G THEY SCATTER TO LOOK FOR FOOD, RETURN TO ROOST IN THE LATE AFTERNOON

## 500 CROWS ARE SHOT IN MICHIGAN FOR A GAME CONSERVATION DINNER

No bird is more hated by farmers and sportsmen than the crow. Because he pilfers corn and eats the eggs of game birds, he is called the black pirate and hunted mercilessly wherever he lives. In Turkey an old law requires every male citizen to bring one dead crow each month to the city hall, and in Nebraska a few years ago, when hen's eggs sold for 8¢ a dozen, some counties paid a bounty of 60¢ for crow's eggs.

In Grand Rapids, Mich., where the war against the crow goes on more fiercely than ever, the Wyoming Park Gun Club gave a crow dinner a month ago. Despite popular belief and the connotations of "eating crow," the birds are fairly good eating. The 300 guests of the club ate 500 crows which had been stewed, then roasted.

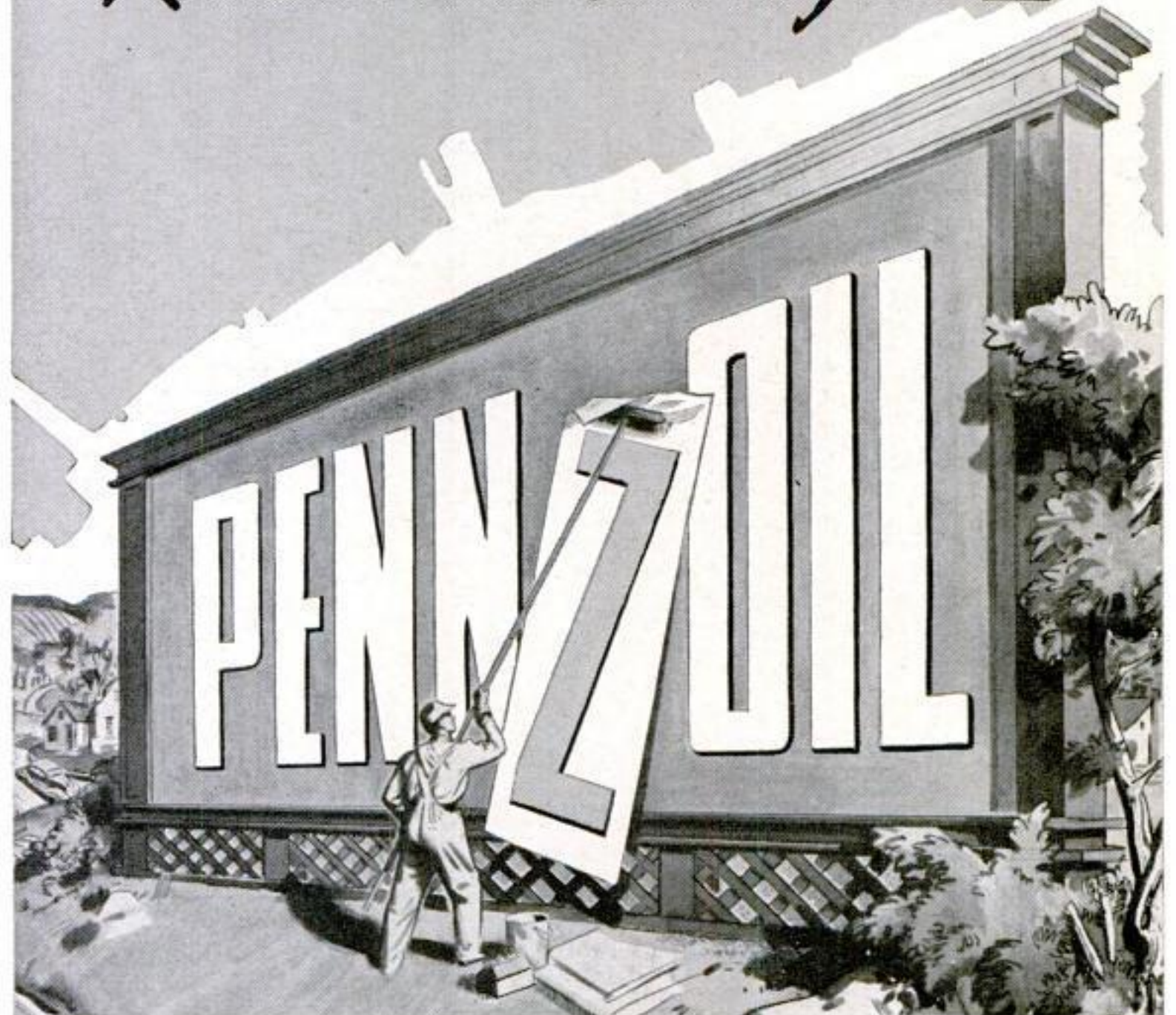
For days before the feast, members had been out shooting. Tramping through the fields, they soon discovered how clever the crow is, what good eyes and ears he has. Even when a bird came close, he flew on such a crazy course he was almost impossible to hit. Most successful hunters were those who hid in snow blinds, using stuffed owls as decoys, and those who watched where the crows roosted at dusk, later returned to find the birds silhouetted against the night sky, forming perfect targets.

Other conservationists are of the opinion that crow hunting does little good, except to provide good sport. It is the farmer with his draining of the wild fowl's swampy homes, and the hunter with his excessive killing of birds, who have caused the game shortage. According to the Biological Survey of the Department of Agriculture, crows do not eat the eggs of other birds except at their own nesting time, and during the rest of the year do great good by eating grasshoppers, caterpillars and beetles.

CONTINUED ON NEXT PAGE

# PENN<sup>SYLVANIA</sup> OIL BUYERS

*Remember to sound your "Z"*



## Why cars under 5 years old need this *extra margin of safety* oil!

In motors built since 1934, you must flatten a gnat's eyebrow to squeeze it into places where oil is supposed to circulate.

That's why your car uses lighter—and less—oil. But if that oil breaks down, it gums up moving parts, and that spells t-r-o-u-b-l-e.

The cheapest way to keep your motor lively and easy on gas is to use the oil that resists sludge and lubricates best. Its name is Pennzoil (with a Z).

That name stands for an oil that's heated and chilled, whirled and squeezed, and scrubbed into a top grade

product — and then put through 3 extra solvent extraction steps that give it 27 to 67 times greater resistance to sludge.

Drive in at the yellow oval sign, and ask for Pennzoil motor oil!

DEPEND ON UNITED TO KNOW!



As you'd expect, the world's most experienced air line knows how to keep planes in top shape. United's fleet has been lubricated with Pennzoil Motor Oil for years!

Member Penn. Crude Oil Ass'n, Permit No. 2

Be oil-wise  
specify PennZoil





## YOU GET A CHANGE WEEK-ENDS

.....give your  
throat a change  
too...with KOOL



Your week-end hobby may be pitching horseshoes on the lawn, or pitching cards on a bridge table. Either one's a good change from work. But give your throat a break, too. Switch from your regular smokes to KOOLs on week-ends. That touch of mild menthol seems cool and refreshing. Your throat gets a change while your body gets a change. Swell all around!

P. S. Week-ends or 7 days steady...  
KOOLs feel soothing to your throat.

Tune in Tommy Dorsey and his orchestra. Every Wednesday evening, coast-to-coast NBC Red Network.

**VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS**  
Good in the United States for dozens of worthwhile premiums like these



Soda-King Siphon of chromium and enamel: 450 coupons. 10 refills: 75 coupons.



**FREE.** Write for illustrated B & W premium catalog, new edition No. 16. Address the Brown & Williamson Tobacco Corporation, Box 599, Louisville, Kentucky.



Glassware—latest banded. 6 highball or 6 tea, or 6 old fashioned—100 coup.

**B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO**

## Crow Shooting (continued)



A crow is hit by a shotgun and starts to fall. The hunter has wound himself in a white sheet and hidden in a tall snow-covered corn shock. Artificial crow calls and stuffed-crow and stuffed-owl decoys attract unwary birds to within gun shot.



# Big Surprise...the Price!

➤ Of the three leading low-priced cars, Plymouth is by far the roomiest and biggest—5 inches longer than one; 6 inches longer than the other!

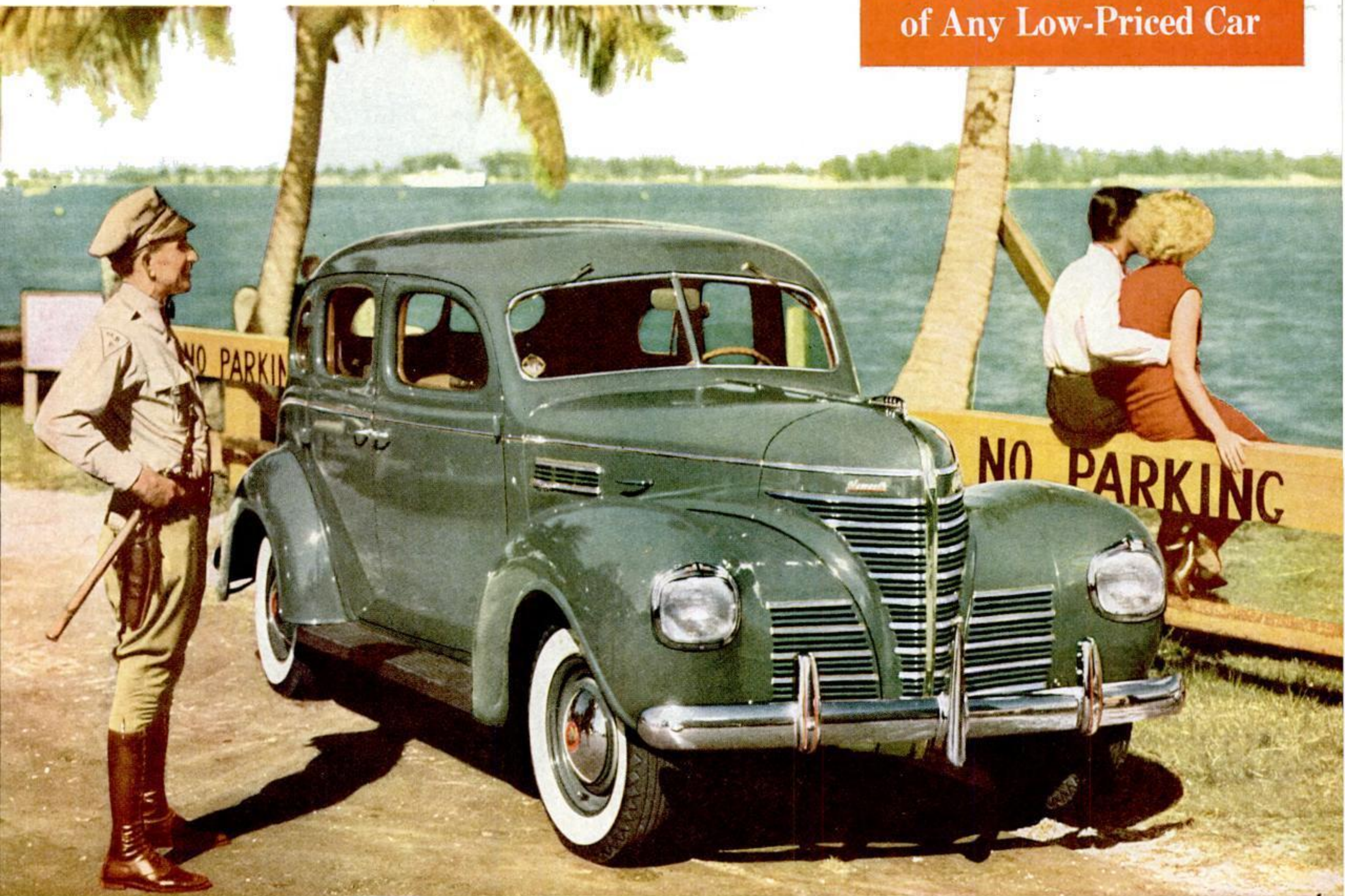
➤ The only low-priced car that gives you the matchless ride of coil springs—standard equipment *on all models*.

➤ The only low-priced car with steering-post gear shift as standard equipment in De Luxe models at *no extra cost*.

➤ Every Plymouth model has the same big 82-horsepower "L-head" engine—giving the thrill of live, full-powered performance *plus* great economy.

**PLYMOUTH IS PRICED  
WITH THE LOWEST**

**Yet It Offers Most Value  
of Any Low-Priced Car**



THE BEAUTIFUL NEW 1939 PLYMOUTH has Floating Power engine mountings, the safety of time-proven Hydraulic Brakes and completely rust-proofed Safety-Steel body.

STANDARD EQUIPMENT on "De Luxe" models at *no extra cost*—Perfect Remote Control Gear Shifting with All-Silent Auto-Mesh Transmission. Much more convenient. New True-Steady Steering and "softer" brake and clutch pedal action give marvelous new handling ease.



TALK ABOUT *big value at low price*...of the three leading lowest-priced cars, this big, full-powered Plymouth is *five inches* longer than one—*six inches* longer than the other!

In every way—comfort, appearance, smoothness and safety—it's *the year's best buy!*

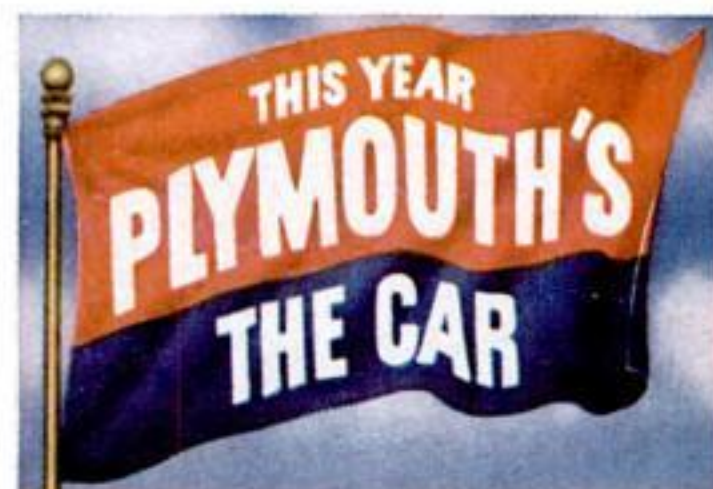
Easy to own...your present car will probably represent a large part of Plymouth's low delivered price...with the balance in very low

monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**Low Prices Include:** "Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on dash, ash-tray front and rear, sun visor, safety glass and big trunk space (19.6 cu. ft.). "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. Major Bowes' Amateur Hour, C.B.S. Network, Thurs., 9-10 P.M., E.S.T.

## PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING"  
NEW "DE LUXE"





# AMERICA'S FOUR



HEAD OF THE BOURBON FAMILY



"TAYLORED" TO GOOD TASTE



FAMED FOR 129 YEARS



# MOST WHISKIES\*

## *Famed Through 50 Years of World's Fairs*

MANY World's Fairs have come and gone since these four great whiskies first gained public acclaim.

The oldest of the quartet, Old Overholt, born in 1810, was already 41 years old when the first World's Fair was held in London in 1851, while the youngest, born more than a half-century ago, knew high popularity when the Eiffel Tower first beamed on Paris.

Like every fine product that has won distinction at such expositions, these four

whiskies are marked by a rare excellence that sets them quite apart.

And the rewards for such excellence, so zealously maintained through the years, is evident today in the sales leadership that these whiskies hold over all other U. S. bottled in bond brands.

All are straight whiskies, each characterized by a distinctive flavor all its own. And not in twenty years have such superb whiskies been priced as low as are the "Fourmost" today.

Copyright 1939, National Distillers Products Corporation, New York



## *Bottled in Bond*

UNDER U.S. GOVERNMENT SUPERVISION  
AND THE EMBLEM OF NATIONAL DISTILLERS

YOUR GUIDE TO



GOOD LIQUORS

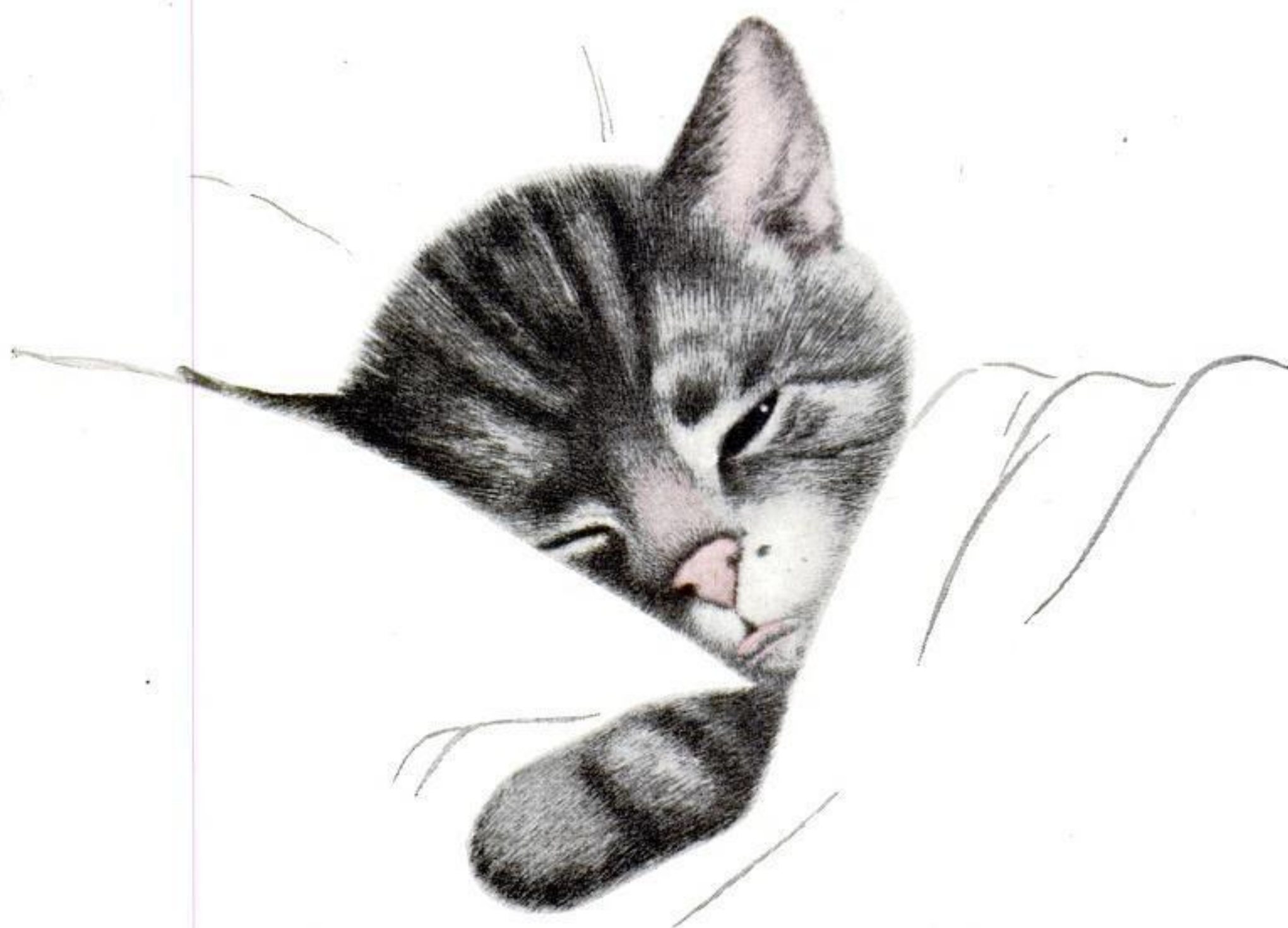
THE "BOND" OF FRIENDSHIP

*The Paris Exposition  
1900*



# CHESSIE

—= Invites You =—



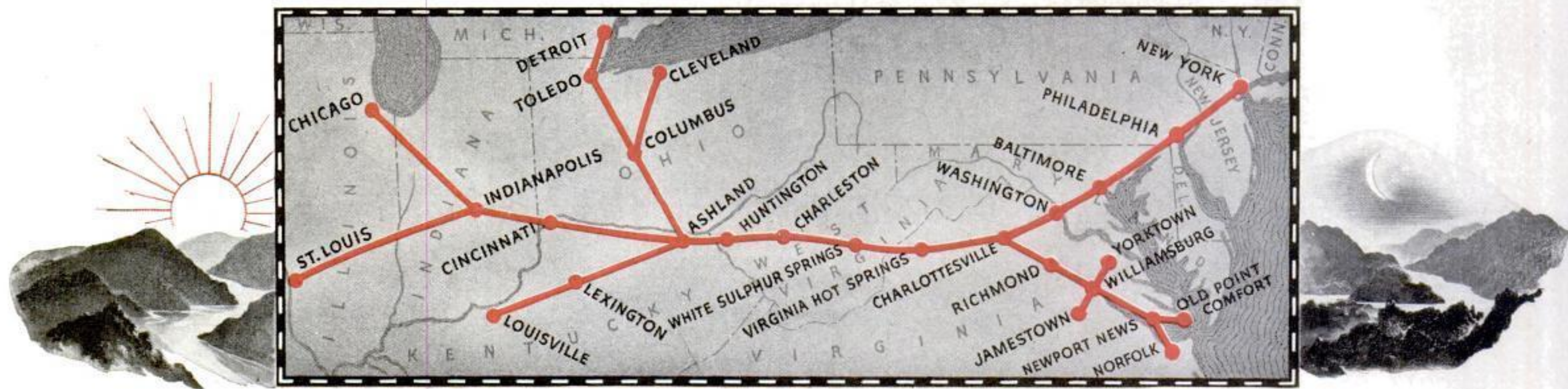
**W**HENEVER business or pleasure takes you into her territory, Chessie invites you to travel the most interesting and most enjoyable way—through *The Chessie Corridor*.

Relaxed in the comfort of air-conditioned, fast trains—THE GEORGE WASHINGTON—THE SPORTSMAN—THE F.F.V.—you'll be enthralled by a grand scenic

panorama of mountain ranges and valleys and the most spectacular canyon east of the Rockies—no two miles alike...or refreshed at night in a clean and quiet sleeping car that lulls you to *Sleep Like a Kitten*.

Chessie especially invites World's Fair visitors to make the trip on her railroad. It will greatly add to the pleasures and memories of their journey.

GO THE MOST INTERESTING WAY...THROUGH THE CHESSIE CORRIDOR

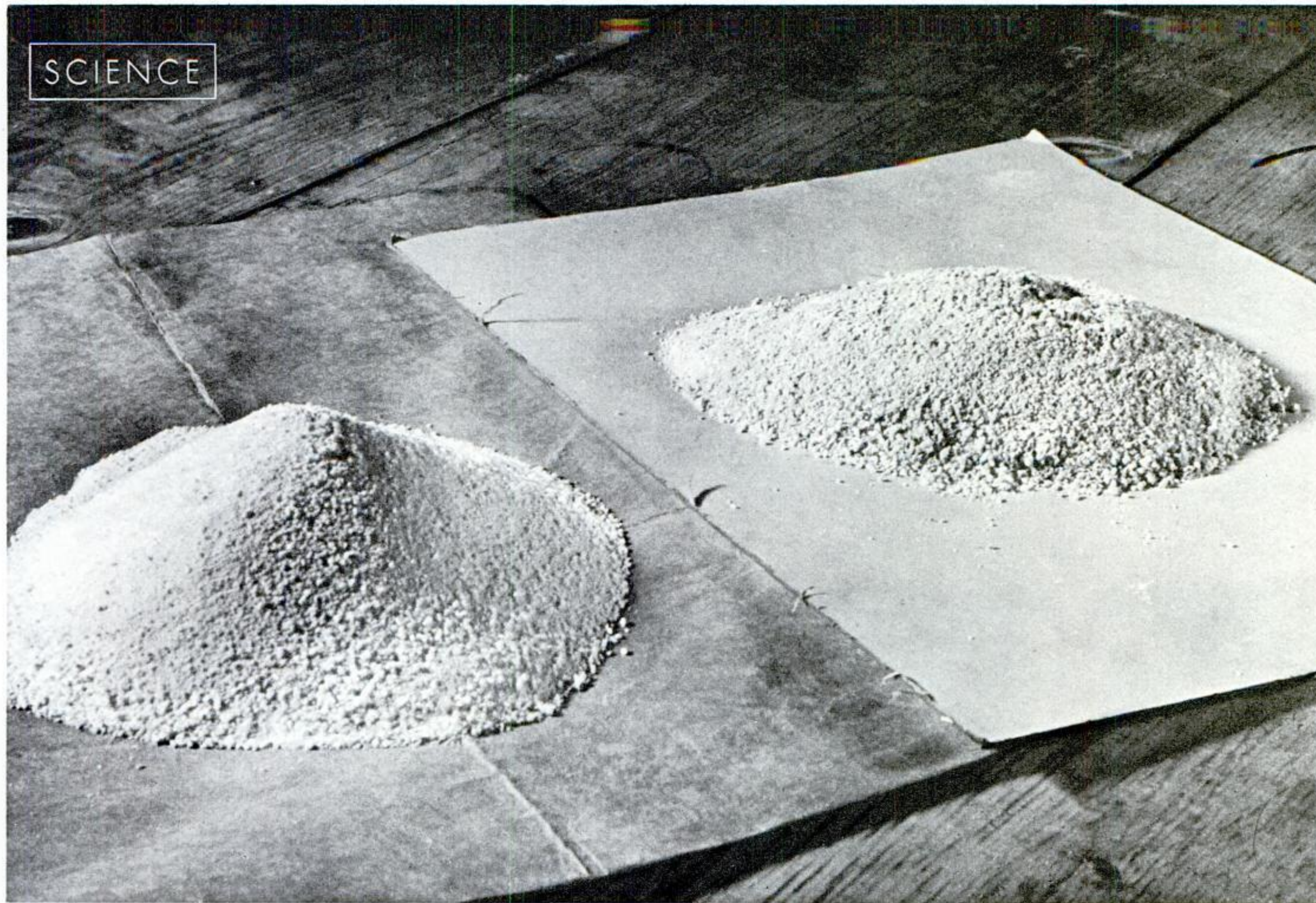


## CHESAPEAKE AND OHIO LINES

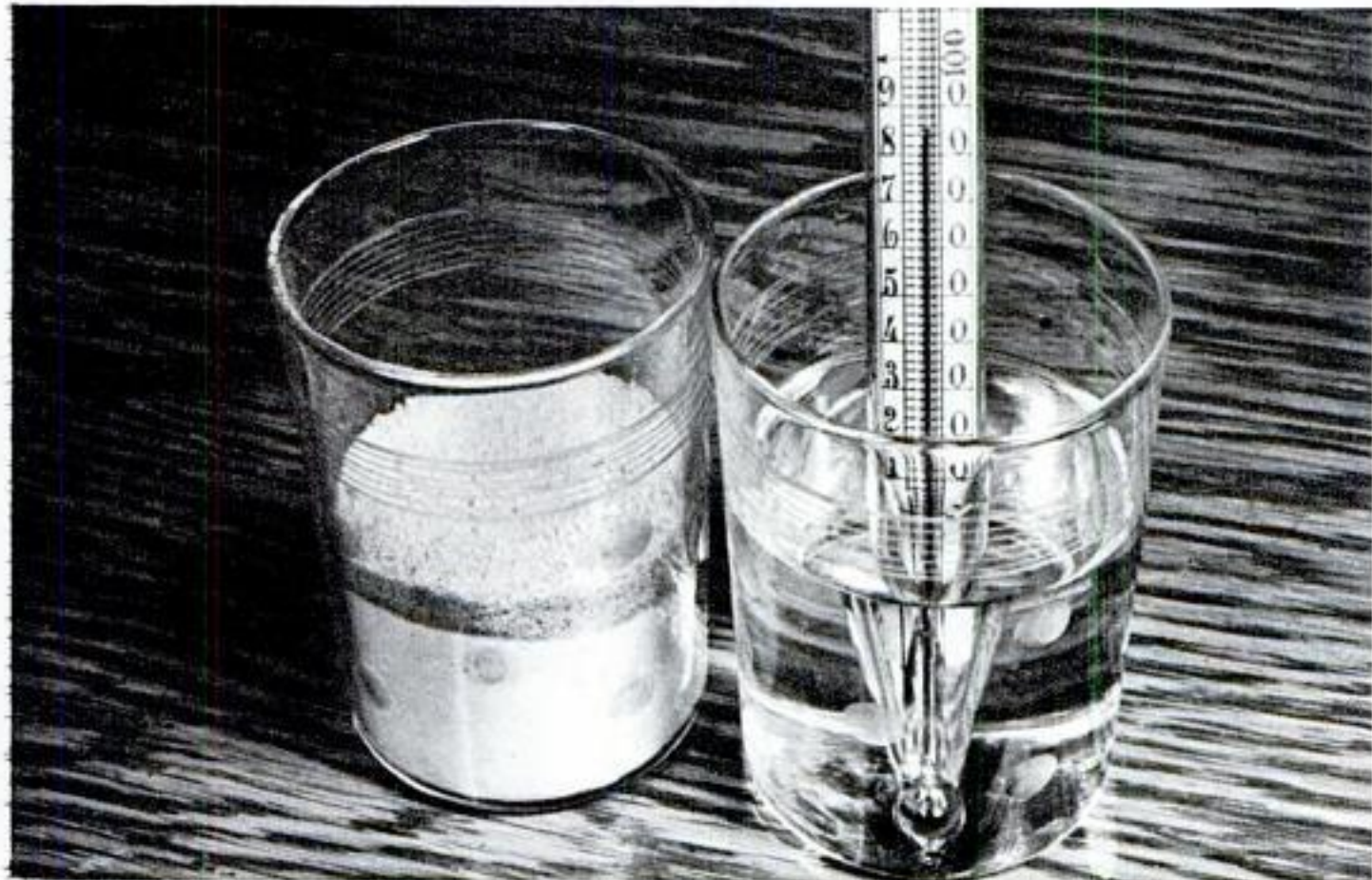
Ticket agents of any railroad can route you via Chesapeake and Ohio. For information, ask your local agent or write this company at 3311 Terminal Tower, Cleveland, O.



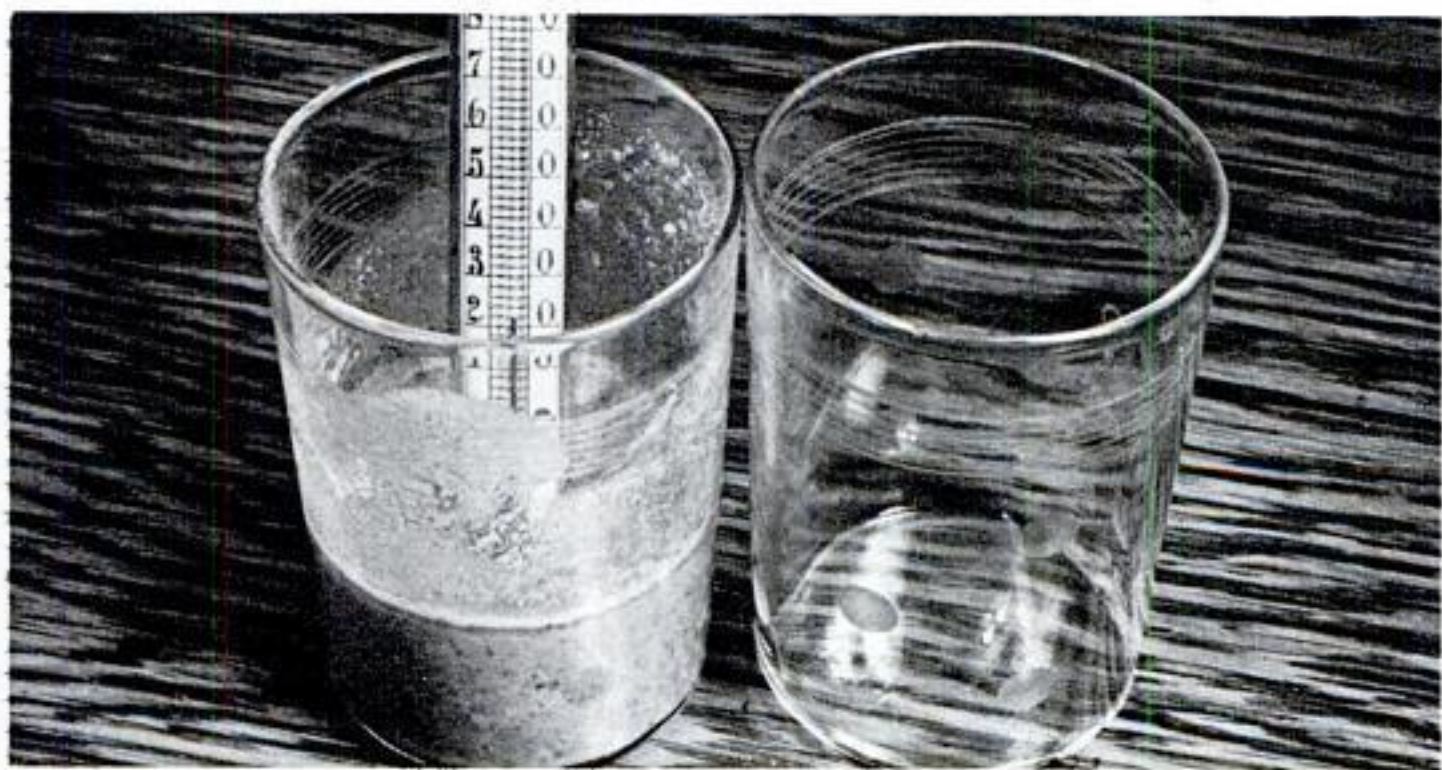
## SCIENCE



"QUICOLD" IS MADE FROM THESE TWO BICARBONATE OF SODA POWDERS. THEY ARE HARMLESS TO TOUCH, WILL LAST TWO YEARS WITHOUT DETERIORATING



Quicold powders are in the glass at the left. The water, which when mixed with the powders will cause them to react chemically, is in the other glass. Its temperature is 83°.



Temperature drops from 83° to 21° in less than one minute when the water is poured onto the powders, because the compound contracts and absorbs heat from the outside.

## BUSINESSMAN DISCOVERS A POWDER WHICH WILL COOL A CAN OF BEER IN A MINUTE



RICHARD SHERTON

Chemists have been working for years to develop a refrigerant which could be easily transported and safely handled. Best to date has been dry ice. But even dry ice lasts only 48 hours in transit, produces fumes and is difficult to dispose of. Chemical refrigerants are dangerous, unstable, expensive, and necessitate special packaging.

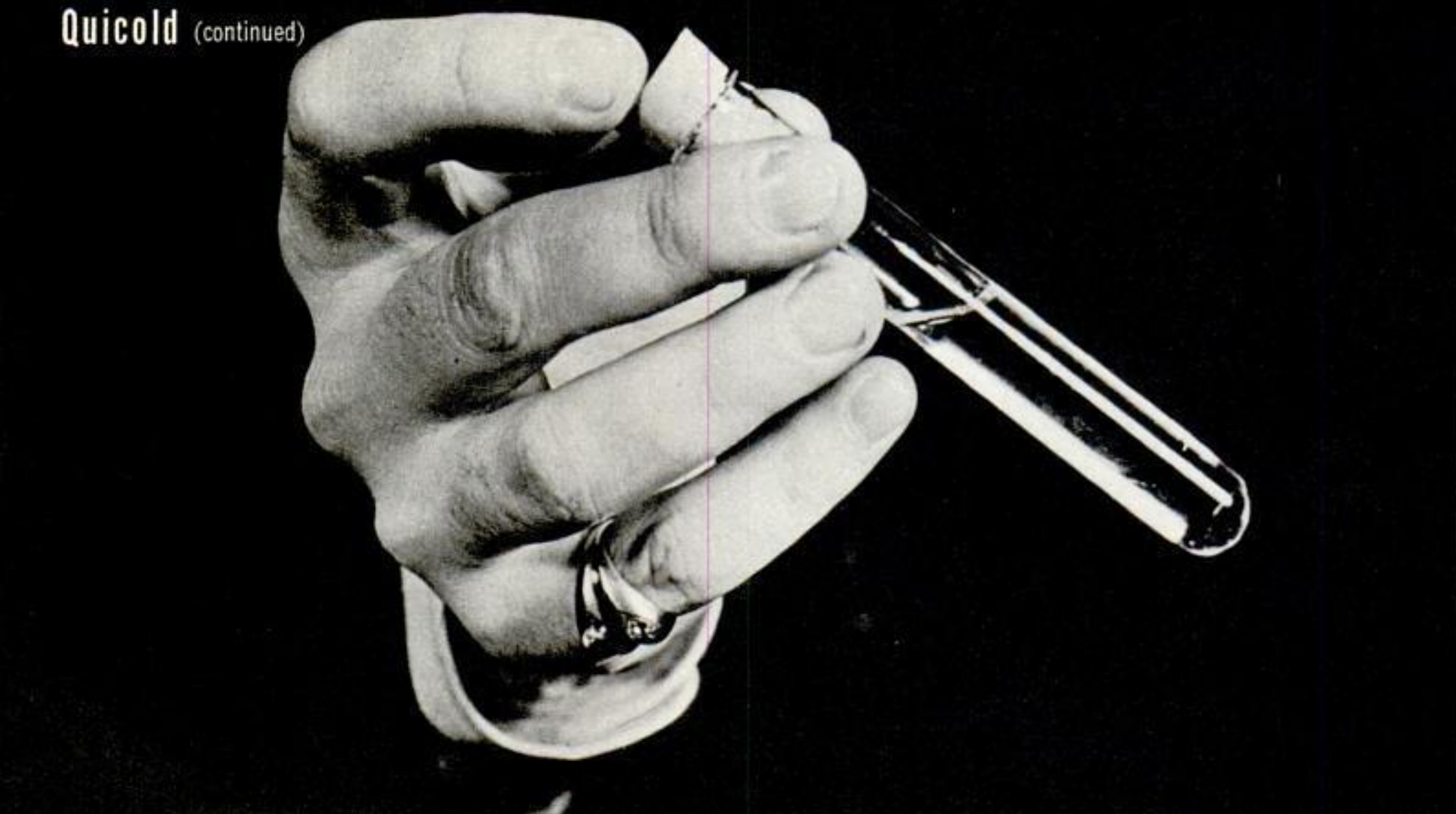
Next month the Canned Cold Chemical Corp. of New York City is putting on the market a refrigerant called "Quicold" that appears to satisfy all requirements. Composed of two powders, the product when combined with water will lower the temperature of any object from 60° to 18° Fahrenheit in less than a minute. The powders

contain bicarbonate of soda and other secret ingredients, absorb outside heat when reacting and thereby cool anything which is placed in the mixture.

Discoverer of the refrigerant and president of the company is Richard M. Sherton (*above*), a businessman who took up chemistry as a hobby. He stumbled upon the discovery in 1928. But it took him ten years to make it sufficiently stable to be used commercially. Because one pound of the powder has the cooling power of 50 lb. of ice it should be widely used in airplanes where weight and space are important factors. Its greatest market, however, will probably be in cooling refreshments. Plans are now being made for producing cans with false bottoms, as well as cocktail shakers and thermos bottles containing tubes in which the powders will be mixed. It would cost you about one cent to cool a bottle of beer, 5¢ to chill a shakerful of cocktails without diluting them. Though non-poisonous, the compound cannot be mixed with drinks as it would alter their taste.

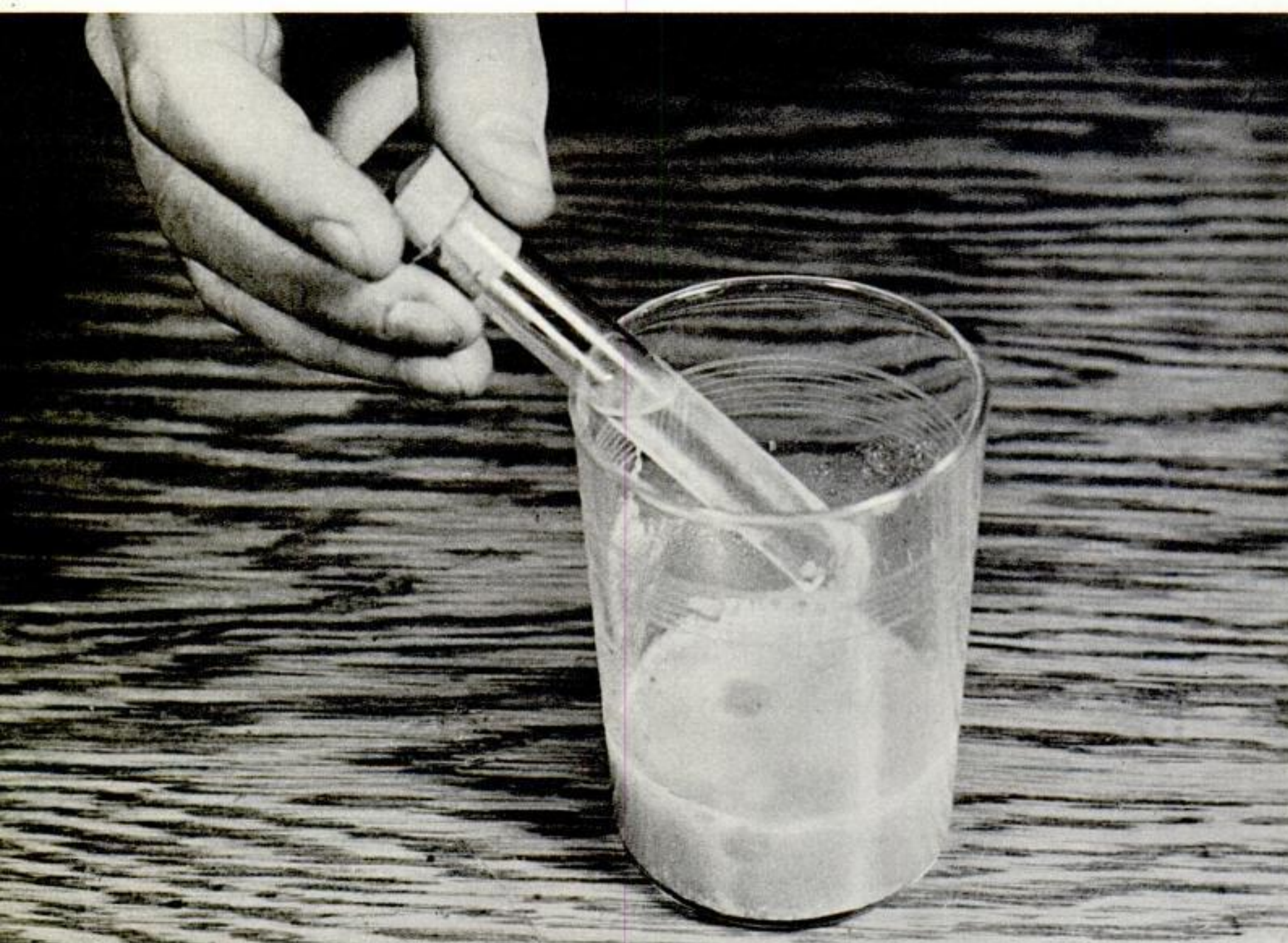
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Test tube of water (above) is placed in the glass (below) containing the refrigerant. The chemical com-

pounds continue to react for 15 minutes. The minimum temperature of Quicold is  $18^{\circ}$  as against  $32^{\circ}$  for ice.



Ice is formed in tube (below) after seven minutes. In England compresses made of Quicold powder instead

of ice have been used on patients with acute appendicitis, have relieved inflammation six times as rapidly as ice.



On picnics, drinks and food can be placed in a bucket with one pound of refrigerant and water, are cooled in only five minutes.



Cocktails can be chilled in special shakers. The drinks, however, will be stronger as they are not diluted by melting ice.



Ice packs are colder and more flexible. By adding the powder from time to time they can be made to last as long as necessary.



Thermos bottles will be fitted with an inner tube to contain the powder. This tube will be smaller than the one shown here.





**FAILURE TO GET ENOUGH VITAMINS**—Large numbers of men and women today do not feel as well and vigorous as they might, many studies indicate, because they fail to get *enough* vitamins from their everyday meals. To make sure *you* get enough, it is safest to eat *extra* vitamins every day.



**SLOW DIGESTION MAY ALSO PREVENT YOU**—like many others—from getting *full good* from vitamins you eat. Some of the signs that often show a poor supply or poor assimilation of vitamins are: lowered resistance to colds, nervousness, slow digestion, tiring easily, too early aging.

# The New HIGH-VITAMIN Yeast offers More Complete Results than Vitamins Alone

**T**HE NEW, IMPROVED HIGH-VITAMIN YEAST is now *richer than ever* in Vitamins A, B<sub>1</sub>, D, G—4 vitamins needed regularly in good amounts to help you fight colds, for steady nerves and good digestion, sound bones and teeth, and to help you feel young and energetic.

The yeast helps to quicken and stimulate slow digestion. In this way it acts like a “booster” for the vitamins. It aids in their assimilation—*offers more complete results than just vitamins alone.*

Begin now to eat your extra vitamins this *effective way*—in Fleischmann's new *High-Vitamin Yeast*. Order it from your grocer today.

**2 cakes a day of Fleischmann's new High-Vitamin Yeast now supply:**

**VITAMIN A—6200 UNITS (Int.)**

**VITAMIN B<sub>1</sub>—300 UNITS (Int.)**

**VITAMIN D—800 UNITS (Int.)**

**VITAMIN G—100-120 UNITS (Sh. Bour.)**

All the average person needs (in addition to his meals) of A, B<sub>1</sub> and D—and a rich amount of the Vitality Vitamin G.

Eat 2 cakes daily—one cake about ½ hour before breakfast and one cake ½ hour before supper—plain or in a little water or milk.



Copyright, 1939, Standard Brands Incorporated





The leading citizens of nearby Leroy, Ill., are stirring up public interest in Bloomington's art exhibit. In 96 other towns similar groups are planning excursions to the show.



Getting ready for the big show, children at Bloomington's Thomas Metcalf School study copies of masterpieces. Over 200 schools are sending caravans of children to Bloomington.

## FINEST ART IN U. S. GOES TO ILLINOIS CORN BELT FOR BIG SMALL-TOWN SHOW

This week in Bloomington, Ill., art history is being made. For the first time a top-rank show of paintings is being held in a small Midwest city. Thousands of Americans are enjoying their first look at 47 originals by such masters as Rubens, Rembrandt, Hals and 59 new works by contemporary Americans.

Standing in the heart of the corn belt, Bloomington has a population of 30,000 and is a shopping center for 600,000 people. While radio and movies can supply good music and drama, good original art has rarely been available. Stimulated by LIFE's program to popularize the best works of art, a committee of Bloomington citizens boldly decided to borrow \$2,000,000 worth of paintings from all over the country and raised \$10,000 to cover expenses.

New York's Metropolitan Museum refused to lend anything, but Kansas City started the ball rolling by sending El Greco's priceless *The Penitent Magdalene*. From then on paintings poured into the big Scottish Rite Temple where the show is hung.

To make central Illinois art conscious, Bloomington's spirited newspaper, *Pantagraph*, began a publicity campaign, carried on by over 100 nearby papers. In 97 towns, teachers, merchants, presidents of Kiwanis and Rotary Clubs boosted the exhibit. For 25,000 schoolchildren the 25¢ admission was waived so they could see it free. Today, with its show in full swing, Bloomington is more excited than if a circus were in town, hopes to make it an annual event. Below are a few of the masterpieces now on exhibit.



"FISHER GIRL," BY FRANS HALS, FROM BROOKLYN MUSEUM



"A BEAR HUNT," BY PETER PAUL RUBENS, IS A SKETCH FOR RUBENS' PAINTING BELONGING TO PRADO MUSEUM, SPAIN. VALUE ABOUT \$50,000



"MASTER HARTLEY," BY GEORGE ROMNEY



"BUBBLE BLOWERS," BY JEAN BAPTISTE CHARDIN, FROM KANSAS CITY MUSEUM



"MRS. JOHN THOMSON MASON," BY GILBERT STUART



"WATCHING THE BREAKERS," BY WINSLOW HOMER, FROM CHICAGO ART INSTITUTE



"VISCOUNT DOWNE," BY THOMAS GAINSBOROUGH



"THE LANGE BOY," BY EDOUARD MANET



"BACK FROM THE FOREST, TAHITI," BY PAUL GAUGUIN, RHODE ISLAND'S SCHOOL OF DESIGN



"PENITENT MAGDALENE," BY EL GRECO, FROM MISSOURI



"DEMPSEY AND FIRPO," BY GEORGE BELLOW, FROM WHITNEY MUSEUM, NEW YORK



"PORTRAIT OF A NOBLEMAN," BY TITIAN, FROM NEW YORK



"LAMENTATION OVER CHRIST," BY REMBRANDT, RINGLING MUSEUM



"AMERICAN GOTHIC," BY GRANT WOOD, FROM CHICAGO





1. This is the moth fly that does not eat your garments.

2. The moth fly lays these eggs that hatch in four days to six weeks as larvae.

3. The moth larvae eat several times their own weight in wool or fur.

4. The sure way is the Lane-guaranteed moth-protection way. Free moth insurance policy with Lane Cedar Chest.

# LOOK OUT! FOR PUBLIC ENEMY NO. 1



"OH! MINE IS RUINED. I TOOK THE CHEAP WAY. IT IS ALWAYS MORE EXPENSIVE IN THE LONG RUN."

**Moths Do \$200,000,000 Damage a Year!** Do not be one of the victims of the \$200,000,000 annual moth damage. A Lane Cedar Chest with its exclusive aroma-tight features and free moth insurance policy offers you guaranteed moth protection. Each Lane chest is tested for aroma-tightness to doubly insure this protection. One moth-ruined garment will more than pay for a Lane Cedar Chest. Special prices will apply during Moth Prevention Week at your Lane dealer's. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels Ltd., Hanover, Ontario.

## WHY THE LANE CEDAR HOPE CHEST CAN GIVE GUARANTEED MOTH PROTECTION!

1. The only tested aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of 3/4-inch aromatic red cedar in accordance with U. S. Government recommendations.
4. New waterproof Lane-welded

5. Veneers insure sealing in of proper moth-killing qualities.
6. Chemically treated interior evens aroma flow and prevents stickiness.
- Free moth insurance policy written by one of world's largest insurance companies.



"MINE IS SAFE. YOU CAN'T BEAT NATURE'S OWN REMEDY—A LANE CEDAR CHEST."

YOUR DEALERS ARE FEATURING THIS LANE SPECIAL

**\$29<sup>75</sup>**  
Slightly higher in West and in Canada

No. 48-1690—A big, 48-inch chest of modern waterfall design. The front is matched Oriental wood in center with diagonally grained American walnut at each end. Has Lane Automatic Tray.



# LANE

*Cedar* **HOPE CHESTS**

THE GIFT THAT STARTS A HOME



"I'm just starting my LANE Hope Chest,"

SAYS

*Bonita Granville*

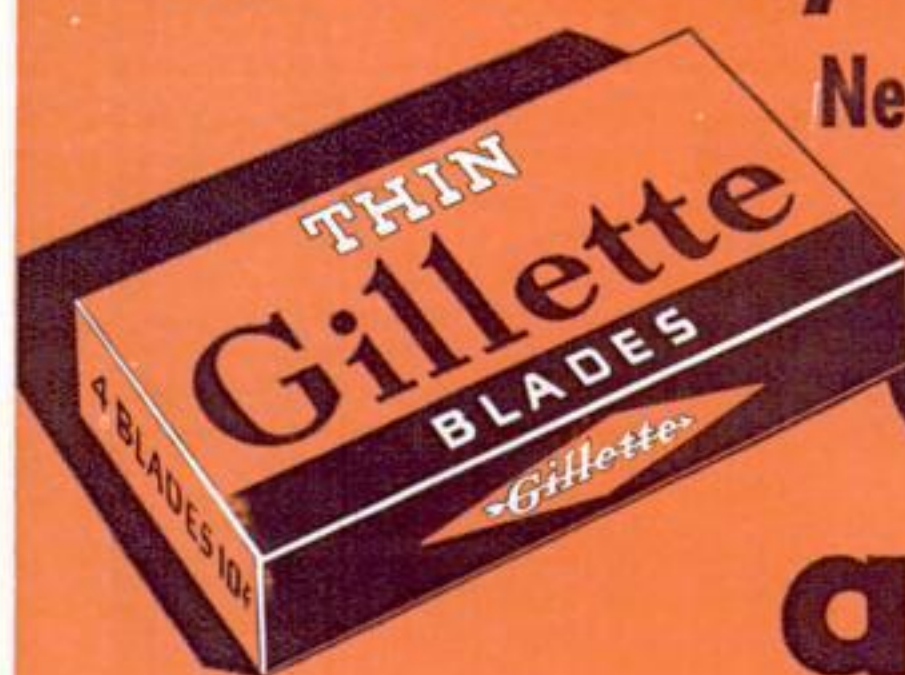
Warner Brothers' Debutante Star of the Popular Nancy Drew Pictures

IT'S THE IDEAL EASTER GIFT FOR SWEETHEART, MOTHER, SISTER, OR DAUGHTER... OR FOR BIRTHDAYS • WEDDINGS • GRADUATION • CONFIRMATION





Quick! Easy! Spick-and-Span Shaves with This



New

# Gillette Blade

at 1/2 Price!

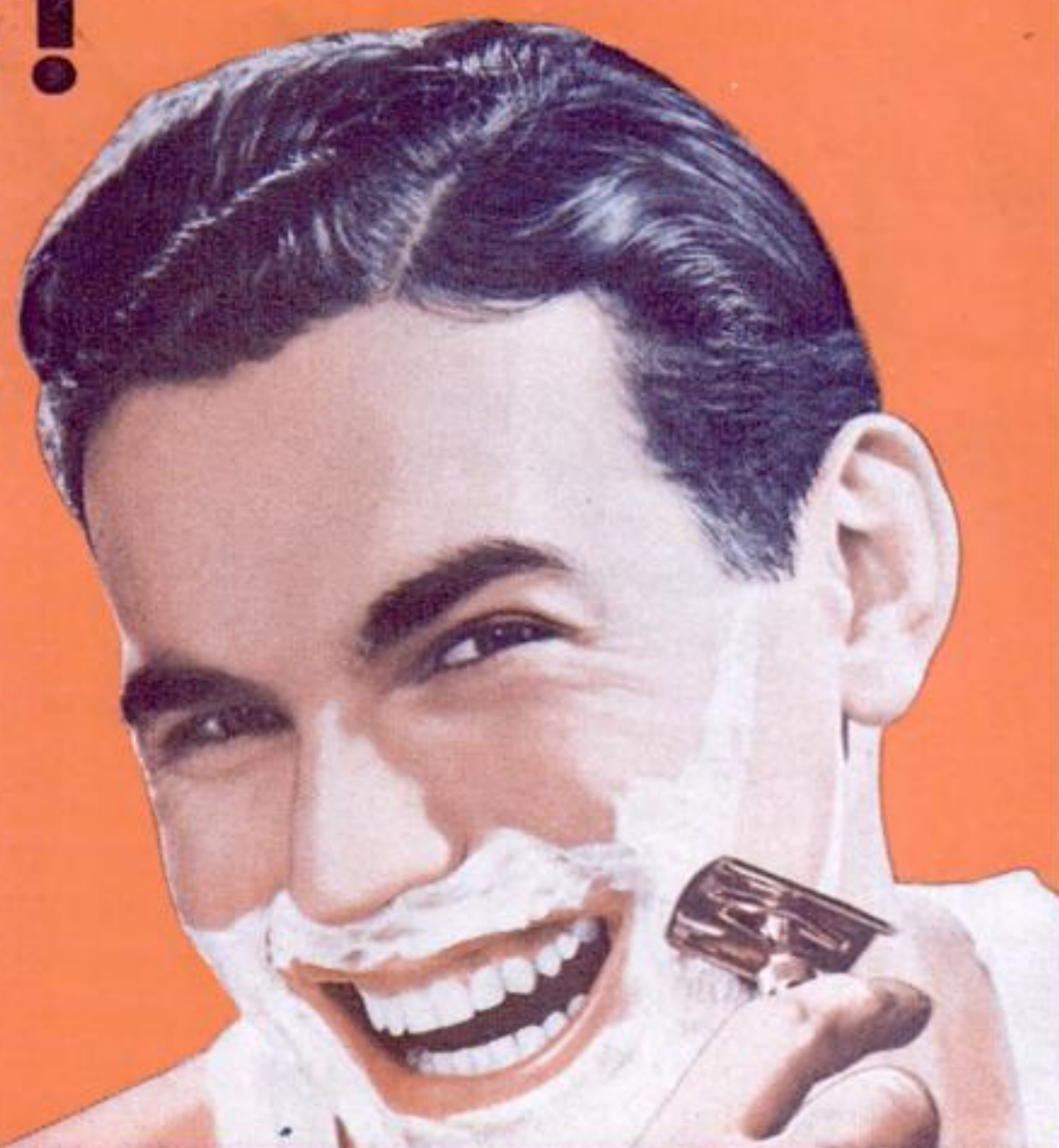
*New Kind of Edges  
on the Easy-Flexing  
New Thin Gillette  
Blade Give You Good-  
Looking, Refreshing  
Shaves Every Time*

**4 for 10c**  
**8 for 19c**

**G**ENUINE shaving comfort at rock-bottom cost! That's what the new Thin Gillette Blade gives you. Making full use of its world-renowned facilities, Gillette has produced a top-quality razor blade that sells 4 for 10c . . . the lowest price in Gillette's history. Men, here's real economy.

#### Quicker, More Comfortable Shaves

The Thin Gillette gives you quicker, easier, better-looking shaves . . . protects your face from the smart and irritation caused by misfit blades . . . saves you money. Cutting edges of an entirely new kind, honed on steel hard enough to cut glass, assure these and other important benefits. Try the Thin Gillette Blade. See how long its super-keen edges last, how they glide through tough whiskers and leave your skin refreshed. Your face feels and looks better. Get Thin Gillette Blades from your dealer. He has them . . . or can obtain them at once.



## Gillette Has What It Takes to Make the World's Finest Razor Blades

**I**T takes what Gillette alone has to produce razor blades of true Gillette quality. That means a world of resources, equipment that cost a fortune and years of knowing how. We could tell you a lot about scientific

processes and laboratory quality control, but the facts are these—and you can prove them yourself—Gillette Blades give you more shaving comfort for your money *always*. No wonder Gillette is famous the world over.

You Men Who Want Utmost Shaving Luxury Of Course Demand...

## The Gillette Blue Blade

**A**LWAYS there's one best in everything. And among razor blades, based on world preference, it's the Gillette Blue Blade. Men who demand ultra shaving luxury name this blade first choice—make it the largest-selling brand. Gillette's Blue Blade is a heavy-duty blade that gives you shaves distinguished alike for immaculate appearance and a feeling of well-being. Every man can afford this luxury—for it costs *less than one cent a day*. And when you ask for Gillette Blue Blades your dealer knows you take pride in buying the best! Get a package of these superior blades today.



**5 for 25c**







OVER THE PARIS EMBASSY DESK OF AMBASSADOR BULLITT, PASSIONATE PATRIOT AND LOVER OF DEMOCRACY, HANGS A PORTRAIT OF HIS HERO, THOMAS JEFFERSON

## HIS EXCELLENCY, BILL BULLITT

**An Ambassador-plus, he is rated President  
Roosevelt's most influential adviser on  
foreign policy. Herewith his life abroad**

**W**illiam Christian Bullitt, American Ambassador to France since 1936, is—as every ambassador should be—a competent executive, shrewd horse trader, high-pressure salesman, able reporter, graceful speaker, polished host and diner-out, all-round man of the world. This extraordinary man is also something more—something that the modern diplomat, with his decision-making superiors always at his elbow via cable and telephone, rarely needs or has a chance to be. Bill Bullitt, not as Ambassador but as man, is a powerful molder of American foreign policy.

It should be remembered that an American Ambassador does not represent the U. S. Government, or Congress, or the American people or the nation. He is the personal representative of the President, who is chief spokesman and steersman of the nation in its foreign relations. Many well-posted observers now rate Ambassador Bullitt the President's most influential adviser on foreign policy. In addition to his frequent cabled reports and messages, he talks with the President by transatlantic telephone almost daily. During his recent visit to America, the President three times requested him to postpone his return to France.

Ambassador Bullitt got the credit for the French airplane-buying mission which lately set isolationist Senators on their ears. Future historians may give him large credit for persuading President Roosevelt that America must line up with the Democracies against the Dictators.

U. S. FLAG FLIES FROM THE PARIS EMBASSY



EMBASSY IS ON THE PLACE DE LA CONCORDE



TWIN EAGLES ADORN THE EMBASSY GATEPOSTS



CONTINUED ON NEXT PAGE





## BULLITT RUNS BIGGEST EMBASSY

**C**risis abroad puts an Ambassador on the run. In the midst of swift-moving change, he it is who must furnish the President and State Department with the minute-by-minute reports of events, plans and states of mind on which they base their momentous decisions. Last week, as Adolf Hitler once more changed the map of Europe (see p. 11), the atmosphere was electric in the big, white, 170-room, \$1,500,000 U. S. Embassy on the Place de la Concorde in Paris where works the President's most trusted European adviser, Bill Bullitt.

The reasons for Ambassador Bullitt's influence are not far to seek. With a large experience in European affairs and diplomatic subtleties, he combines a temperament and background thoroughly congenial with President Roosevelt's. Both are patricians whose crusading sense of social responsibility has made them "traitors to their class." Both are passionate patriots rooted deep in American history by study and enthusiasm as well as ancestry. (Bullitt is kin to Pocahontas, George Washington, Patrick Henry, the Langhornes, Dandridges and Harrisons of Virginia; his grandfather

wrote Philadelphia's present charter.) Both are brilliant, impulsive, ambitious; world-savers and dreamers of great dreams.

Ambassador Bullitt directs America's largest Embassy. His State Department staff of 38, not including the European division Paymaster Service quartered in his Embassy, outnumbers the London Embassy's by four. In addition he is in charge of attachés representing the Army, Navy, Treasury, and Departments of Commerce and Agriculture.

On these pages you see some of the everyday goings-on in the Paris Embassy, which consist mainly of receiving and answering some 9,000 letters and messages per month, preparing political and economic reports, interviewing French officials and Americans in trouble. Ambassador Bullitt, a hard-driving boss and harder worker, believes that American diplomats should be as familiar with a trade treaty as with a teacup, uses his embassy and consular officers interchangeably. Socialite and policy-maker though he is, he is not above spending as much as 60 hours in one month to negotiate in person for an increase in the quota of American apples imported by France.



**Pay checks** for all U.S. Foreign Service employes in Europe are signed five at a time by Consul Cross at Paris Embassy.



**Code messages** stream in from Washington, are supposedly secret. All foreign governments know U.S. codes by heart.



**Dispatch pouches** are brought to Embassy by Courier Robert T.W. Morse. Diplomacy involves masses of paper work.



**Military and Naval Attachés** follow Spanish War on map of Balearic Islands. Such officers are "legitimate spies."



**The Embassy staff** meets for a regular weekly conference. Below you see some of their calling cards, instruments of the rigid protocol which every diplomat must observe. When a new staff member arrives, 500 of his cards are sent out to other diplomats and the Foreign Office. Proceeding counterclockwise from Ambassador Bullitt at head of table, the staff members shown above are: 1) H. Merle Cochran, First Secretary; 2) B. C. Wait, Treasury





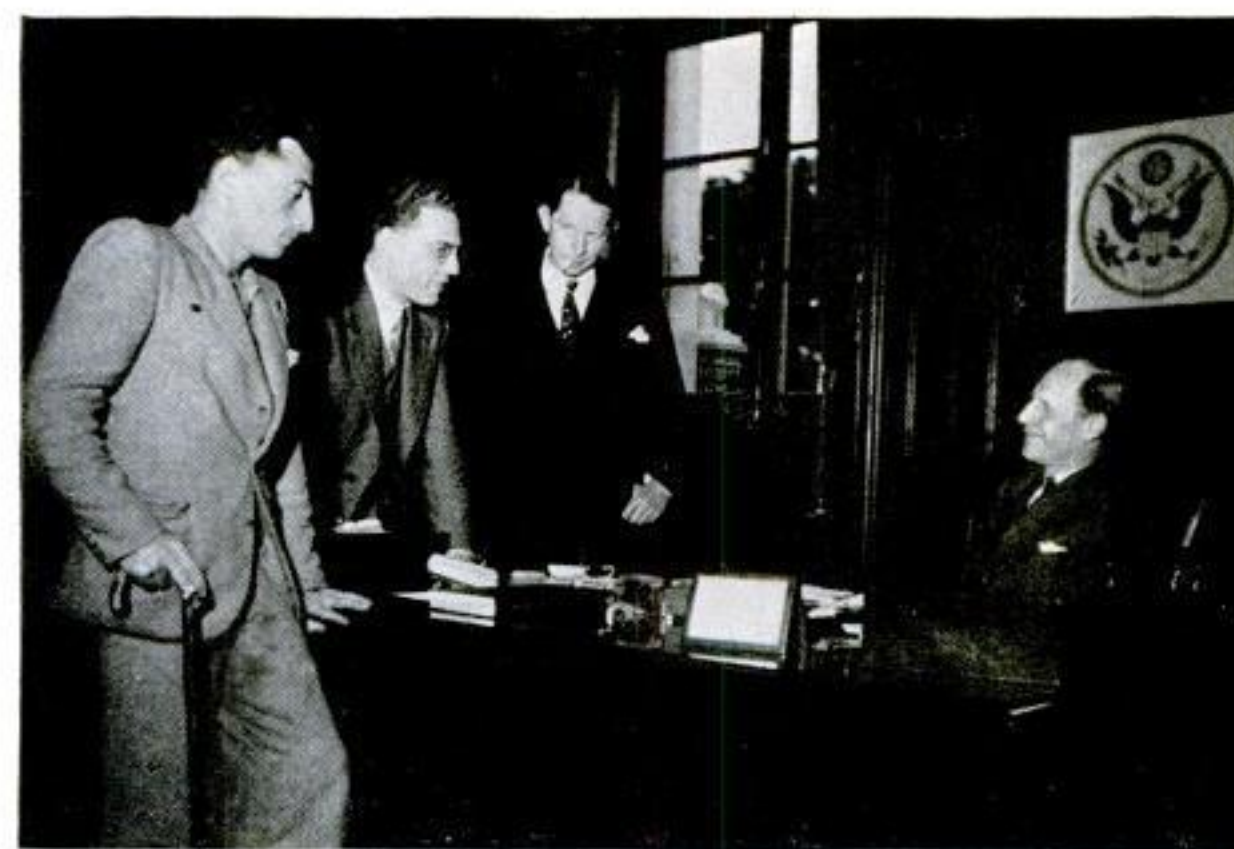


Attaché; 3) Maynard B. Barnes, First Secretary; 4) Hugh S. Fullerton, First Secretary and Consul; 5) E. A. Plitt, Second Secretary and Consul; 6) Tyler Thompson, Third Secretary and Vice Consul; 7) W. R. Schreiber, Assistant Agriculture Attaché; 8) L. D. Mallory, Assistant Agriculture Attaché; 9) Douglas MacArthur 2nd, Third Secretary and Vice Consul;

10) B. M. Hulley, Second Secretary and Consul; 11) Lt. Col. Summer Waite, Assistant Military Attaché; 12) H. Freeman Mathews, First Secretary and Consul; 13) Daniel J. Reagan, Commercial Attaché; 14) Col. Horace H. Fuller, Military Attaché; 15) Comdr. Francis Cogswell, Naval Attaché; 16) Robert D. Murphy, First Secretary and Consul General.



**Vice Premier Chautemps** gets a light from the Ambassador. In the last three months of 1938, Bullitt & staff held 1,858 interviews with French officials.



**An American veteran** of the Spanish war (left), with Novelist Louis Bromfield (third left) interceding, asks Consul-General Murphy (seated) for help.



**The vice president** of the Society for the Suppression of the Crime of War (left) is staved off by the Ambassador's Private Secretary Carmel Office.



**General Pershing** rates this Embassy office as chairman of the American Battle Monuments Commission. It is used only when the General is in Paris.

CONTINUED ON NEXT PAGE





## THE AMBASSADOR ENTERTAINS

Entertaining and being entertained by important people is, for purposes of acquiring information and creating good will, a vital part of an Ambassador's job. Bill Bullitt performs this congenial duty with grace and verve. The Government gives him only \$4,800 a year for entertainment expenses (to \$70,000 a year allotted the British Ambassador in Washington), but a private income of some \$45,000 a year added to his \$17,500 salary makes up most of the deficit. The Embassy residence, a government-owned mansion on the Avenue d'Iéna across the Seine from the Eiffel Tower, originally purchased by Myron T. Herrick, is his town house and social center. Famous even in France as a gourmet and connoisseur of wines, he has no Embassy housekeeper, supervises menus in person. He entertains at dinner almost every night, gives teas twice a week during tourist season. His Embassy balls are high spots of the Paris season.



Host Bullitt, with his uniformed aides, greets a guest at his first big ball of the current season, on Feb. 17. Some 1,000 French officials, diplomats, socialites attended.



Guest Bullitt (left foreground, back to camera) attends a diplomatic dinner given by France's President LeBrun in the Elysée Palace. At left is another view of the dinner.





**The Duchess of Windsor** (left) chats with Princess Bibesco of Rumania at the Embassy ball, Feb. 17. The Duchess' husband, also present, is one of Ambassador Bullitt's good friends. Premier Daladier with most of his Cabinet and their wives were at the party.



**Dancing till dawn** is the rule at Bullitt parties. This is the formally-decorated ballroom. The floor above was turned into a silk-tented night club, with a sweet band from the Café de Paris and a hot one from Paris' Cotton Club. The party ended at 6 a.m.



**Calla lilies**, lilacs, birds of paradise, roses and mimosa were flown from the Riviera and Holland for the Feb. 17 ball. Above: the Embassy entrance hall seen from grand staircase.



**Colonel Maurice Henri Gauché**, head of the 2nd Bureau of the French Army, takes refreshment at the buffet table. A party like this consumes about 700 bottles of fine champagne.



**Joseph Paul-Boncour**, famed French lawyer-politician, chats with a diplomat's wife. Below: Fritz Kreisler & wife (*in ermine*) with Mrs. Daniel Reagan, wife of U.S. Commercial Attaché.



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**Chevalier du Tastevin** was the title conferred on Connoisseur Bullitt at this wine-tasting ceremony at Nuits-Saint-George in Burgundy.



**Baby kissing**, from which not even an Ambassador escapes, at the American Hospital, Paris.

## THE AMBASSADOR

Ambassador Bullitt, who has been at home in France since childhood and speaks flawless French, goes about his ceremonial public duties of good will with more than ordinary ambassadorial zest. The founder of his family in America was a French Huguenot named Joseph Boulet who migrated from Nîmes in 1637 to settle on the banks of the Potomac. A spiritual kinship also binds him to France and the French. Spiritually, Bill Bullitt is a product of the 18th Century, when French and American libertarians were inspiring each other to upset the world and create a new social order based on equality and reason. They are his heroes; their ideas his.

Recalling that he had been made an honorary citizen of Nîmes just 300 years after Joseph Boulet left there, expatriate Janet Flanner wrote of him in a recent *New Yorker Profile*: "Bullitt feels as close to the French



**Washington's Birthday** at the American Club in Paris last month. Left to right: General Gamelin, Ambassador Bullitt, Premier Daladier, Club President Shoop, Duke of Windsor.



**American art** in Paris' Jeu-de-Paume Museum amuses (left to right) French Minister of Education Jean Zay, Ambassador Bullitt and the Polish Ambassador, Jules Lukasiewicz.



**French troops** turn out in the Ambassador's honor when he goes traveling. Above he is shown during a visit to Nancy last year, with the district commandant, General Réquin.



**American politicians** must be entertained by the Ambassador when they visit France. Here he is with Senators Barkley and Guffey at the Chantilly racetrack last summer.



# LOVES FRANCE

today as if those 300 years were no more than a week, and is still as cool to England as if 1776 were only yesterday. . . . He comes to the same antimonarchical, democratic conclusions, and feels the same affections, affiliations, and fears, that his Revolutionary ancestors did. For him, General Lafayette is always at his right hand and George III is still lurking around the corner."

Ambassador Bullitt declared himself misquoted when he was reported as having said at Bordeaux last autumn: "America and France are indefectively united in war as in peace." All he did, the Embassy insisted, was to express a hope that the two nations, "united by our devotion to liberty, democracy and peace . . . by our old friendship, by the aid that each has brought to the other in need," may be as successful in working together to preserve peace "as we have been in the past when we marched together under the flags of war."



"A votre santé!" cries Finance Minister Marchandeau at dedication of U.S.-restored Rheims Cathedral.



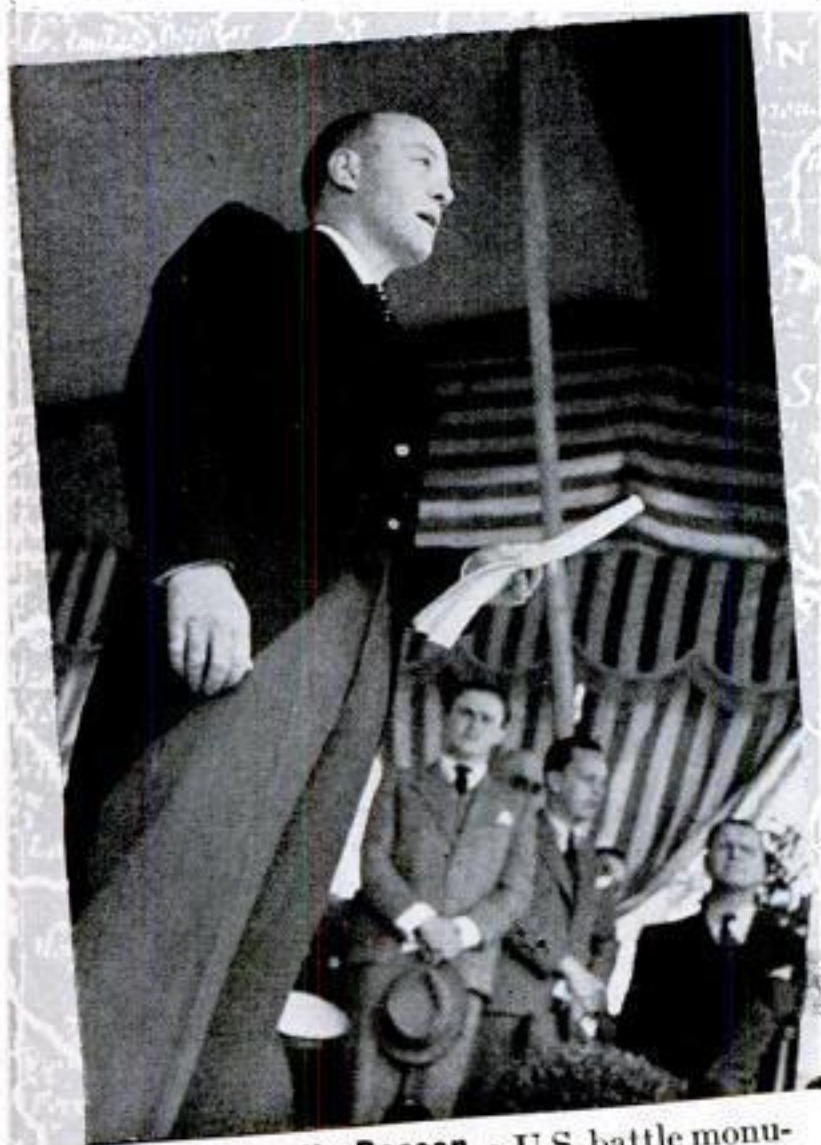
Schoolchildren turn out for Ambassador with U.S. flags when he arrives in Pont-à-Mousson, Lorraine.



America's Thanksgiving Day is celebrated in Paris by a mass in the Madeleine Cathedral sung by Cardinal Verdier. Mr. Bullitt, a faithful churchgoer, is an Episcopalian.



America's Memorial Day is celebrated in Paris by ceremonies at the tomb of France's Unknown Soldier. U.S. color guard stands by as Ambassador Bullitt lays a wreath.



The Lafayette Beacon, a U.S. battle monument in Brest, is dedicated with speeches.



At a bullfight in Nîmes the Ambassador acknowledges the cheers of the crowd.



Ambassador gets kissed as he steps up to receive an honorary degree from the University of Nancy. This is flattery commonly paid to ambassadors.

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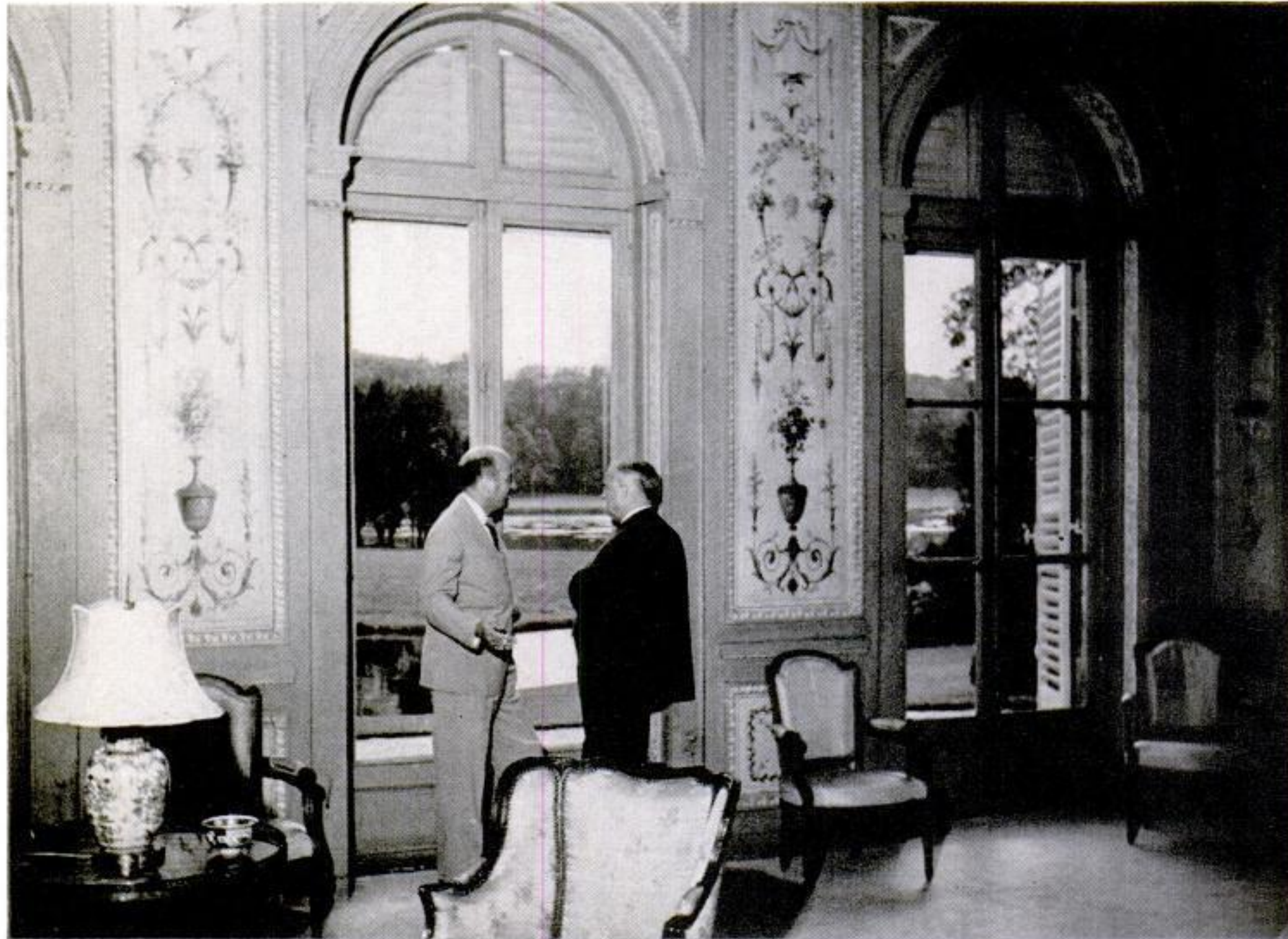


HIS EXCELLENCY (continued)

## THE AMBASSADOR HAS A CHATEAU

For all his democratic views, Ambassador Bullitt has a taste for aristocratic living. During a year in Turkey as a private citizen he lived in a Bosphorus villa which had been the residence of four Kuprullu Grand Viziers. He now lives and entertains in the grand manner in the Chateau de St. Firmin, a half-hour's drive north of Paris in the woods of Chantilly, dividing his time between this and the Embassy residence. Built in his beloved 18th Century, the chateau was originally owned by the Dukes of Condé, later by the Duke of Aumale, who willed it

to the Institute of France from whom Mr. Bullitt rents it at his own expense. Here he holds garden parties and stag and deer hunts, beds important American and French visitors. He has added a tennis court and swimming pool since taking over. He plays vigorous tennis and golf but his favorite sport is horse racing. One of the chateau's chief attractions for him is its nearness to the Chantilly racetrack where the swank Chantilly Prix de Diane and Prix du Jockey-Club races are run. He reads the *London Times* racing page every morning,



AMBASSADOR BULLITT AND VISITING SENATOR JOE GUFFEY OF PENNSYLVANIA IN ST. FIRMIN DRAWING ROOM



A GARDEN PARTY AT ST. FIRMIN. EX-PREMIER OF



CHOICEST FOODS, WINES AND LIQUORS ARE SERVED AT AMBASSADOR BULLITT'S GARDEN PARTIES



PARTY GUESTS ARE ENTERTAINED BY A STRING





FRANCE CAMILLE CHAUTEPS ONCE EXPRESSED HIS DELIGHT WITH THE AMBASSADOR'S CHATEAU BY TURNING SOMERSAULTS DOWN THIS LAWN



ORCHESTRA PLAYING BESIDE THE CHATEAU POND



AMBASSADOR BULLITT CANOES ON THE CHATEAU POND WITH HIS PRETTY 15-YEAR-OLD DAUGHTER ANNE

CONTINUED ON NEXT PAGE





HIS EXCELLENCY (continued)

## THE AMBASSADOR HAS A DAUGHTER



ANNE'S MOTHER

There is no Mrs. Bullitt to preside at the Ambassador's formal parties; the wives of his staff members take turns substituting as hostess. But, to compensate, Bill Bullitt has a daughter to whom quite understandably he is devoted. Anne Moen Bullitt, lovely at 15, will in another couple of years be as charming a hostess as any Ambassador could wish. Born in Paris, she was already well-schooled in French and in continental manners when she emerged into public view six years ago, a homely, serious little girl of 9, as the daughter of the newly-appointed first American Ambassador to Soviet Russia. Since then she has divided her time between Europe, acquiring new graces and the feel of diplomatic life, and America, where she is now a student at swank Foxcroft School in Virginia.

Anne was born during what her father calls his "exile" from public life. After Yale and a year at Harvard Law, 23-year-old Bill Bullitt went abroad

with his mother in 1914, still undecided on a career. He was in Moscow when war broke out. The sight of the war spirit unchained appalled him, made him decide to be a diplomat and devote his life to abolishing war. Journalism seemed as good a start as any. Back in Philadelphia, he got a job on the *Public Ledger*. In six months his knowledge of Europe, gained from much travel and study abroad, carried him up to an associate editorship, then on to jobs as War and Washington correspondent. When America entered the War, he became at 26 the chief of the State Department's Bureau of Central European Information. In 1918, enlisted in Woodrow Wilson's crusade for a better world, he went to Paris as one of the President's Peace Conference advisers, was sent thence to Russia to investigate and sound out its new Bolshevik rulers. He was crushed by the terms of the Versailles Treaty, which he denounced as a breeder of future wars, and by Wilson's refusal to hear his report urging Soviet recognition. Writing the President a stinging letter of resignation, he retired at 28, as he said, "to lie on the sand and watch the world go to hell."

The only literary product of Bullitt's 14 years of exile was a second-rate novel, *It's Not Done*, satirizing the Philadelphia society in which he had been reared. He spent much time abroad, reading all the unpublished War diaries, memoirs and State papers he could get his hands on, writing considerable unpublished history of his own. Divorced from his first wife, in 1923 he married glamorous Louise Bryant Reed, journalist and widow of Soviet Russia's American hero, John Reed. Anne, named for her mother whose full name was Anne Moen Louise Bryant, was born to them next year. Anne's mother died tragically in Paris in 1936, six years after Bullitt had divorced her for "personal indignities."



AT 15 ANNE HAS CROSSED THE ATLANTIC 30 TIMES



Aged 9, Anne Bullitt was a chubby little girl with bands on her teeth when her father took her to Russia in 1933.



She peeped out between the shoulders of her father and Soviet Secretary of State Divilovsky at Moscow station.



At Christmas 1933, she and her father were in a Paris hotel, enroute to America, but they had a tree just the same.



1933. This series shows the growth of Anne Bullitt from chubby youth to lovely girlhood.



1934. On second trip to Russia. Pie-Pie, her West Highland terrier, is as old as Anne.



1936. By time father was appointed Ambassador to France, Anne had grown eye-high.



1937. Anne arrives in New York with Ambassador after a winter at school in Paris.





1938. Anne sails to spend summer with her father at the Chateau St. Firmin.



At St. Firmin, Anne, grown lithe and athletic, plays tennis with her father.



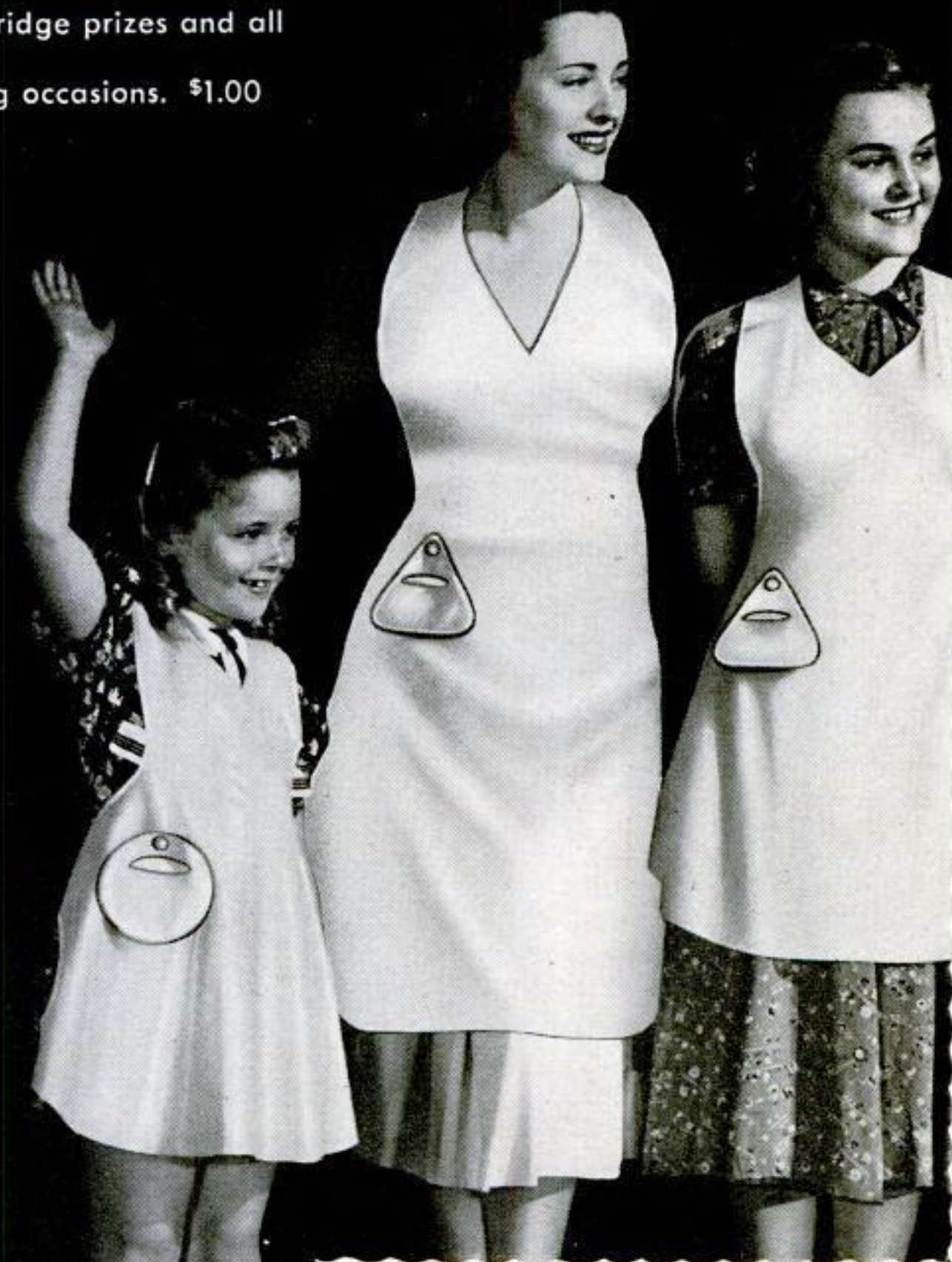
At smart Chantilly, Anne, who also loves horses, promenades in the paddock with her proud, beaming father, who calls her "Duck." She rides regularly at Foxcroft.

look your gayest in  
your own home...

wear a *Playpron*\*

This modern apron gives your looks a lift in your own home! You'll love Playpron's young, spirited colors... you'll wear it to the front door without apology, or over an evening dress when shaking a cocktail. It's a dress saver that's protective... splash-proof... and so gay! Made of that amazing material, satiny liquid latex, with a contrasting swing pocket. They're flattering! In sky blue, tulip red, daffodil yellow, shell pink, and gardenia white. Large size (14 to 20), medium size (10 to 14); little girl size (5 to 10 years).

Gift packaged. Smart for bridge prizes and all giving occasions. \$1.00



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PLAYPRON	red	blue	yellow	pink	white
Large size (14 to 20)					
Medium size (10 to 14)					
Little girls (5 to 10 years)					

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# U.S. WELCOMES BRITAIN'S GREAT "CORONATION SCOT"

BRITAIN'S CRACK "STREAMLINER" HERE FOR N.Y. WORLD'S FAIR!



*On its tour of America,  
as well as at home—*

**THIS RECORD-HOLDER  
IS LUBRICATED BY THE  
MAKERS OF MOBILLOIL!**

## MODERN IN EVERY DETAIL

—from hand-set telephones, luxurious appointments in every car—to lubrication by the Makers of Mobiloil for her record-breaking engine.



## BELL INSTALLED FOR U. S. TOUR

... none required in England. A headlight also had to be installed. The "Scot" runs on a daylight schedule in England . . . covers 400-mile run in 6½ hours.

## Important to American Motorists:—

**T**HE COSTLY ENGINE that's driven the "Coronation Scot" to British speed records demands the best protection money can buy. That's why *it's lubricated by Socony-Vacuum Products!*

Your car can get the same positive protection. Use Mobiloil! It's made by Socony-Vacuum...refined for modern car motors by the experts who lubricate a great part of the world's finest industrial machinery. Socony-Vacuum Oil Company, Inc.



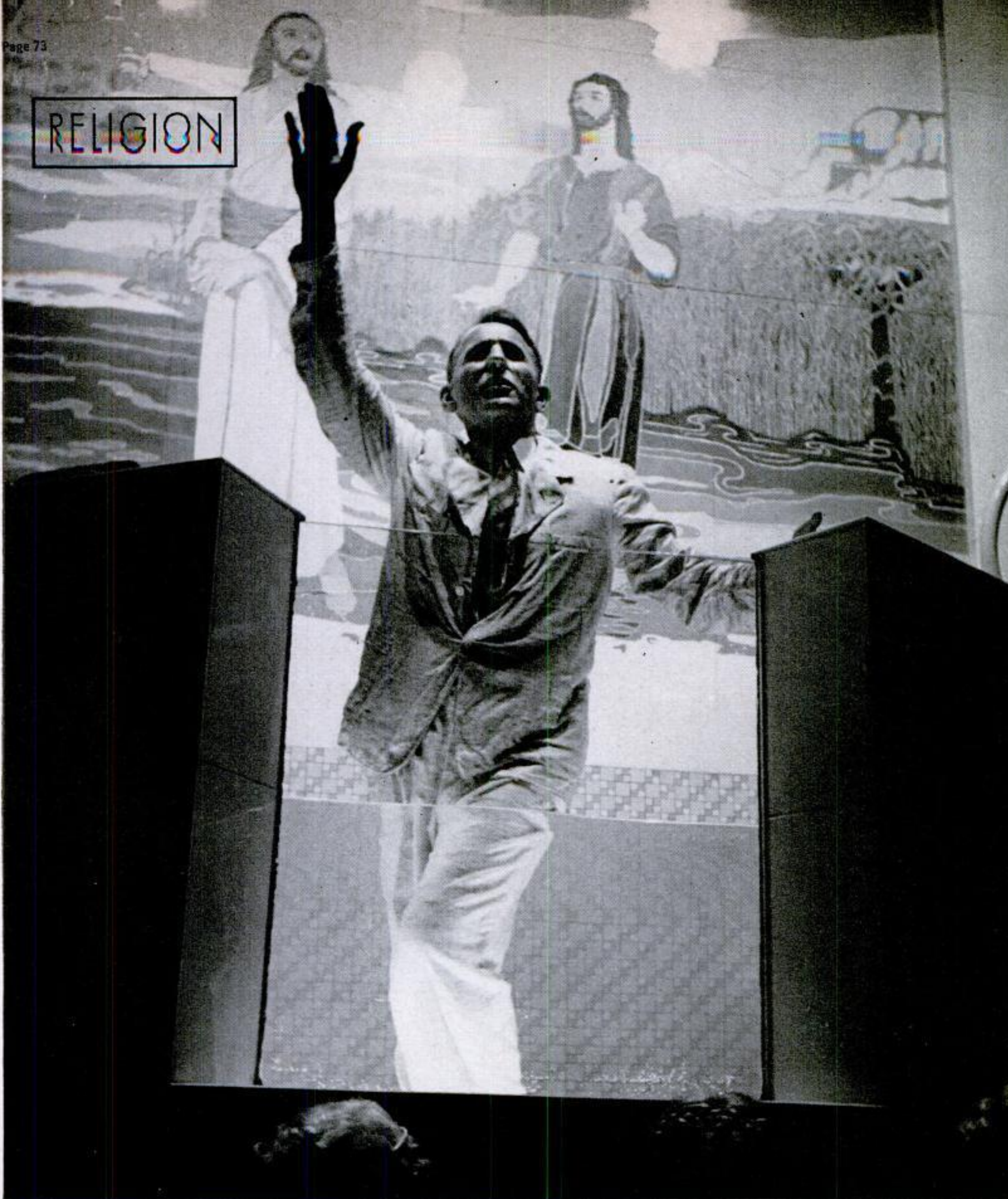
# MOBILLOIL

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## RELIGION



HIP-DEEP IN CADLE TABERNACLE'S BAPTISMAL FONT, EVANGELIST E. HOWARD CADLE SUMMONS CANDIDATES FOR IMMERSION

## CADLE OF INDIANAPOLIS STREAMLINES EVANGELISM

### WITH RADIO, AIRPLANE, GLASS-FRONTED BAPTISMAL TANK

In the long line of free-lance revivalists who have won fame and fortune by exhorting U.S. sinners to repentance, the latest is Preacher E. Howard Cadle, of Indianapolis. Once a salesman, Mr. Cadle spurns the title "Reverend," and brings to his calling all the trappings of high-pressure business. To deliver his rousing version of the Gospel, he built non-denominational Cadle Tabernacle in Indianapolis, at a cost of \$500,000. There every Sunday he whips a congregation of 4,500 to repentant fervor. With cries of "Amen" and "It's in the Book," they second Preacher Cadle's arraignment of wrongdoing. Singly, then in groups, they make loud confession of sin and acclaim his vision of salvation.

To carry his message to a vaster audience, Cadle has put modern means of communication to effective use. Cadle Tabernacle's own airplane carries him to one-night stands in cities throughout the Middle West, where he has preached to 72,000 in one session. From the Tabernacle on both Sundays and weekdays his words are broadcast by Cincinnati's station WLW to a radio congregation which floods his office with 4,000 letters weekly. Sixty-thousand members of this audience, too poor to own



SMALL PART OF A SUNDAY OFFERING ON THE BIBLE

radios, gather in 330 preacherless churches in the back hills of Kentucky, West Virginia, Ohio and southern Indiana, to hear his words from radios which he has installed gratis in their pulpits. These operations last year cost him more than \$100,000. Part was raised by offerings on the Bible at Cadle Tabernacle; the rest "God has provided."

CONTINUED ON NEXT PAGE



"...and you're the big stiff that makes me wash my ears!"

I COULD HAVE SLAIN my kid brother on the spot! Telling me right in front of Ruth that my scalp wouldn't stand the fingernail test!



"SO I'M DIRTY, AM I?", I yelled. "Just wait till I catch you!" But Ruth stopped me. "The kid's right, Bill", she says. "You see...it's not as if your hair didn't always look nice. But sometimes I've noticed..."



I COULDN'T HELP running my fingers through my hair...and was I mortified! "Excuse me", I said, and was off to the drugstore. "Jake", I said, "I need some good advice."



"YOU CAN'T GREASE your hair down", says the druggist, "and expect even weekly shampoos to keep it clean. You need this 3-action hair tonic, Wildroot-with-Oil. The Wildroot formula that's been cleaning up loose dandruff scales for years, plus pure vegetable oils that won't build up grease on your scalp...and the 35c size is on sale for 17c!"



**WILDROOT WITH OIL**  
**THE 3-ACTION HAIR TONIC**

1. CLEANS AS IT GROOMS
2. RELIEVES DRYNESS
3. REMOVES DANDRUFF SCALES

WILDROOT CO., BUFFALO, N. Y., FORT ERIE, ONT.



## HOW FAMOUS PEOPLE CARE FOR THEIR EYES



### PROF. W. LYON PHELPS OF YALE

Professor of Literature, Reviewer, Columnist, Radio Commentator, Host to the Famous.

Because Dr. Phelps reads and reviews 250 books a year, and has read 10,000 books, eye comfort and accurate vision are essential. Ever since he began wearing eye-glasses, his eyes have been examined by an Eye Physician and his glasses made by a Guild Optician.

Surely your eyes deserve the same careful attention when your vision is at stake. It should be understood that Guild Prescription Opticians are associated with medical science in a dual service of prescribing and supplying a remedy for eye defects. In order to be a Guild Optician, ability to meet the high standards required by Eye Physicians must be demonstrated.

#### DOUBLE CHECK YOUR VISION FOR ACCURACY

✓ **EYE PHYSICIAN**  
When your glasses are prescribed by an Eye Physician, your eyes have the best attention that medical science has to offer.



✓ **GUILD OPTICIAN**  
When your glasses are made and fitted by a Guild Optician, your eyes have the best of care that optical science and craftsmanship can offer.

### Guild Opticians

Are Recommended by Physicians

FREE... may we send you "EYES"—an important booklet on the care of the eyes and the name of the nearest Guild Optician.



Guild of Prescription Opticians of America, Dept. L. 4, 705-6 Bailey Bldg., Philadelphia, Pa.

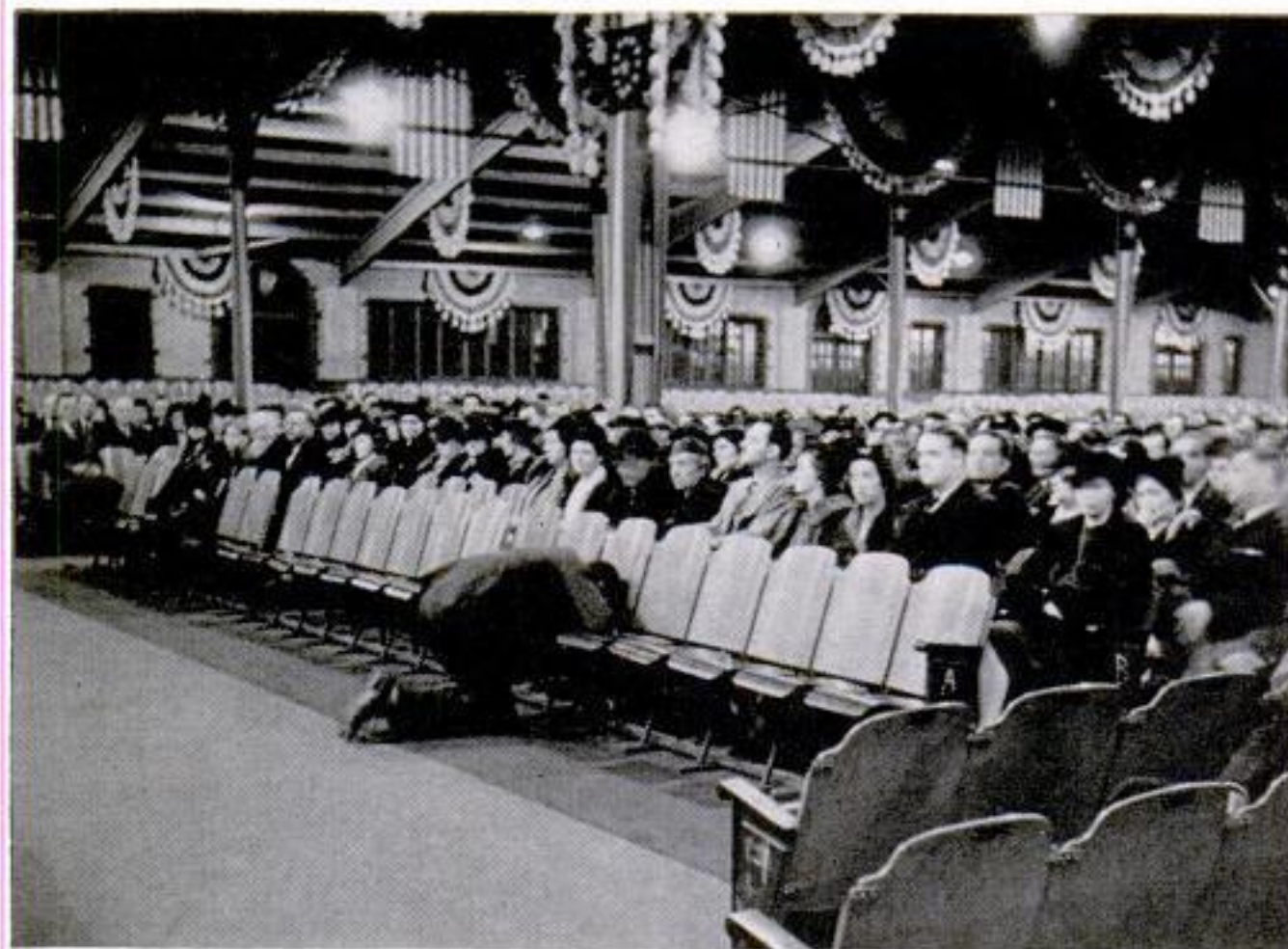
Kindly send me booklet EYES and name of nearest Guild Optician.

NAME.....  
ADDRESS.....

### Cadle Tabernacle (continued)



A choir of 1,500 voices (background) sings *The Old Rugged Cross*. Above them are pictures of Christ's baptism (center), of Cadle (right) and of his mother (left).



At the mercy seat, a convert stirred by Cadle's preaching unburdens his soul. Within a few minutes the whole front row is filled by kneeling, weeping converts.



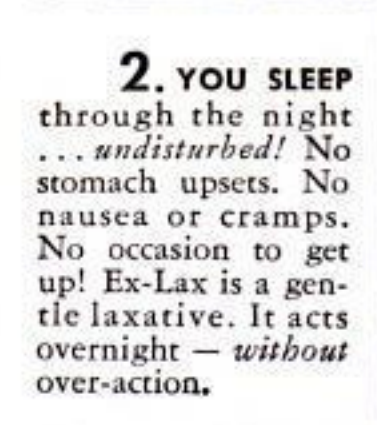
Hands on Cadle's Bible, penitents resolve to sin no more. Gambling and intemperance, once Cadle's vices by his own confession, are chief objects of his preaching fire.

## TROUBLED BY CONSTIPATION?

Get relief this simple, pleasant way!



**1. TAKE ONE** or two tablets of Ex-Lax before retiring. It tastes like delicious chocolate. No spoons, no bottles! No fuss, no bother! Ex-Lax is easy to use and pleasant to take!



**2. YOU SLEEP** through the night... *undisturbed!* No stomach upsets. No nausea or cramps. No occasion to get up! Ex-Lax is a gentle laxative. It acts overnight — *without over-action.*



**3. THE NEXT** morning you have a *thorough* movement. Ex-Lax works easily, without strain or discomfort. You feel fine after taking it, ready and fit for a full day's work!

Ex-Lax is good for *every* member of the family—the youngsters as well as the grown-ups. At all drug stores in 10¢ and 25¢ sizes. Try Ex-Lax next time you need a laxative.

Now improved—better than ever!

## EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE

## X-RAY thin

SINGLE & DOUBLE EDGE

Double Edge Blades of finest thin Chrome Steel — Single Edge of heavy Surgical Steel — electro-thermically hardened and tempered, precision ground and oil honed — and X-Ray Inspected to assure smooth, keen edges that give a cool, clean shave. Single Edge Blades 4 for 10c. Guaranteed to Satisfy. Try one Today!

X-RAY BLADE CORP. Newark, N.J.

5 for 10c DOUBLE EDGE BLADES

Ask dealer for FREE SAMPLE

## HEADACHE RELIEF

That's Really FAST!



That Won't Let You DOWN!

When a headache strikes, *Snap Back With STANBACK!* Also fast relief from neuralgia, muscular aches and similar inorganic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

10¢ & 25¢ **STANBACK** HEADACHE POWDERS

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢ to cover packing and postage! STANBACK COMPANY - SALISBURY - NORTH CAROLINA





**Baptismal font** has 3 ft. of warm water, glass front, tiled back and steps. For ceremony Cadle wears cotton suit, dresses convert in bathing cap and cotton robe.



**Total immersion**, in the fashion of fundamentalist Baptists, is the Cadle ritual. Since he preaches no denominational faith, ceremony is symbolic only of reform.



**Clearly visible** through glass front, the baptism may be witnessed by the whole congregation. Many more are thus induced to renounce sin and submit to baptism.

CONTINUED ON NEXT PAGE

# *Knox Keynotes the Easter Parade*



FELT \$10



STRAW \$7.50



FELT \$10

Denver West and Southwest,  
prices slightly higher



Variations on the Easter hat theme in a spring trio by KNOX...Number One Man's Hatter, who knows the score like nobody else when it comes to manipulating straw or felt into hats that play up a girl's good points.

## *Knox the hatter*

FIFTH AVENUE • NEW YORK

ALSO AT LEADING STORES FROM COAST TO COAST



The  
Heart of America's  
Finest Cocktails  
because

# Gordon's has the Advantage

OF LIQUEUR QUALITY  
& HIGH PROOF, 94.4



● You'll welcome the advantage. For Liqueur Quality means richer flavor and velvety smoothness. And High Proof, 94.4, means sustained flavor—drinks that never taste thin. That's why it's important to ask for Gordon's when ordering gin.

*Drinks never taste thin with*

## Gordon's Gin

TRY GORDON'S  
SLOE GIN  
60 PROOF

Copr. 1939, Gordon's Dry Gin Co., Ltd., Linden, N. J.

### Cadle Tabernacle (continued)



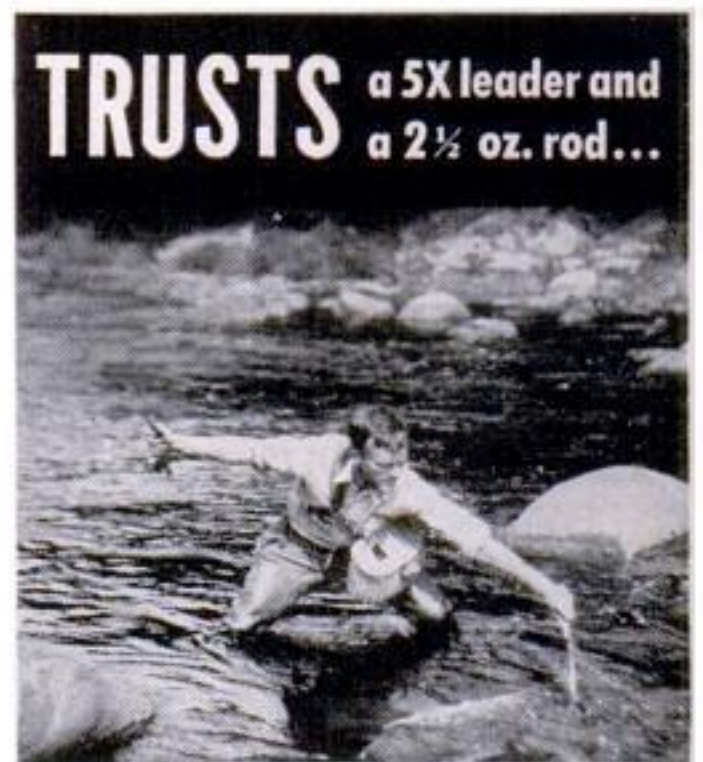
The Tabernacle plane, piloted by Son Buford Cadle, takes Cadle to one-night stands. Covering his territory at 150 m.p.h., Cadle is world's fastest traveling revivalist.



Convert kneels to hear Bible read by Cadle in private evangelistic audience. Cadle claims to have won more than 100,000 converts annually in the course of his career.



Salvation by radio comes every Sunday to 330 mountain parishes in Cadle's ringing voice. Cadle buys the radios at \$25 wholesale and gives them free to churches.



### BUT HE TAKES NO CHANCES WITH HIS CAMERA

He fishes for sport... but he's exacting about his photography. He insists that every picture he shoots, movie or still, including color photos, be brilliant and life-like... correctly exposed. And he's found a simple, sure way to do this. He takes a tiny WESTON Exposure Meter with him, every time he takes his camera. The meter quickly tells him just what camera settings to use, for any picture in or out-of-doors. He gets pictures like the one above every time... with no disappointments, no wasted film. If you want good photos, be sure you, too, use a WESTON. See this simple, inexpensive meter at your dealer's, or write for literature. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, N. J.



**WESTON**  
*Junior*  
Exposure Meter

INSURES PERFECT PICTURES WITH YOUR CAMERA

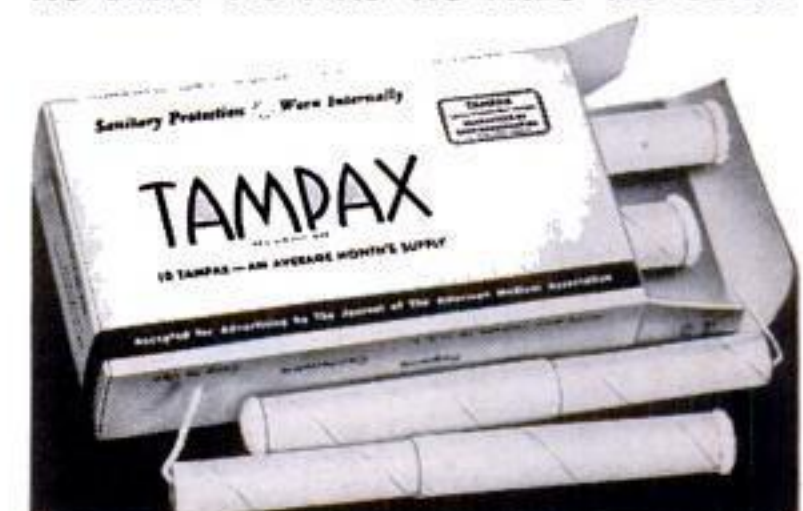
**HUARACHES** The Sandals that made Mexico famous  
*Will feel famously soft and cool on your feet*

Postpaid Only \$3.75  
Immediate Delivery

Bench made of natural STEERHIDE leather thongs. Into them is woven smart style and amazing stamina. Color, natural beige. For men and women. Your size is in stock, just mention it and send outline of foot.

**The OLD MEXICO SHOP**  
SANTA FE -- NEW MEXICO

### SANITARY PROTECTION Worn Internally NO BELTS • NO PINS • NO PADS • NO ODOR

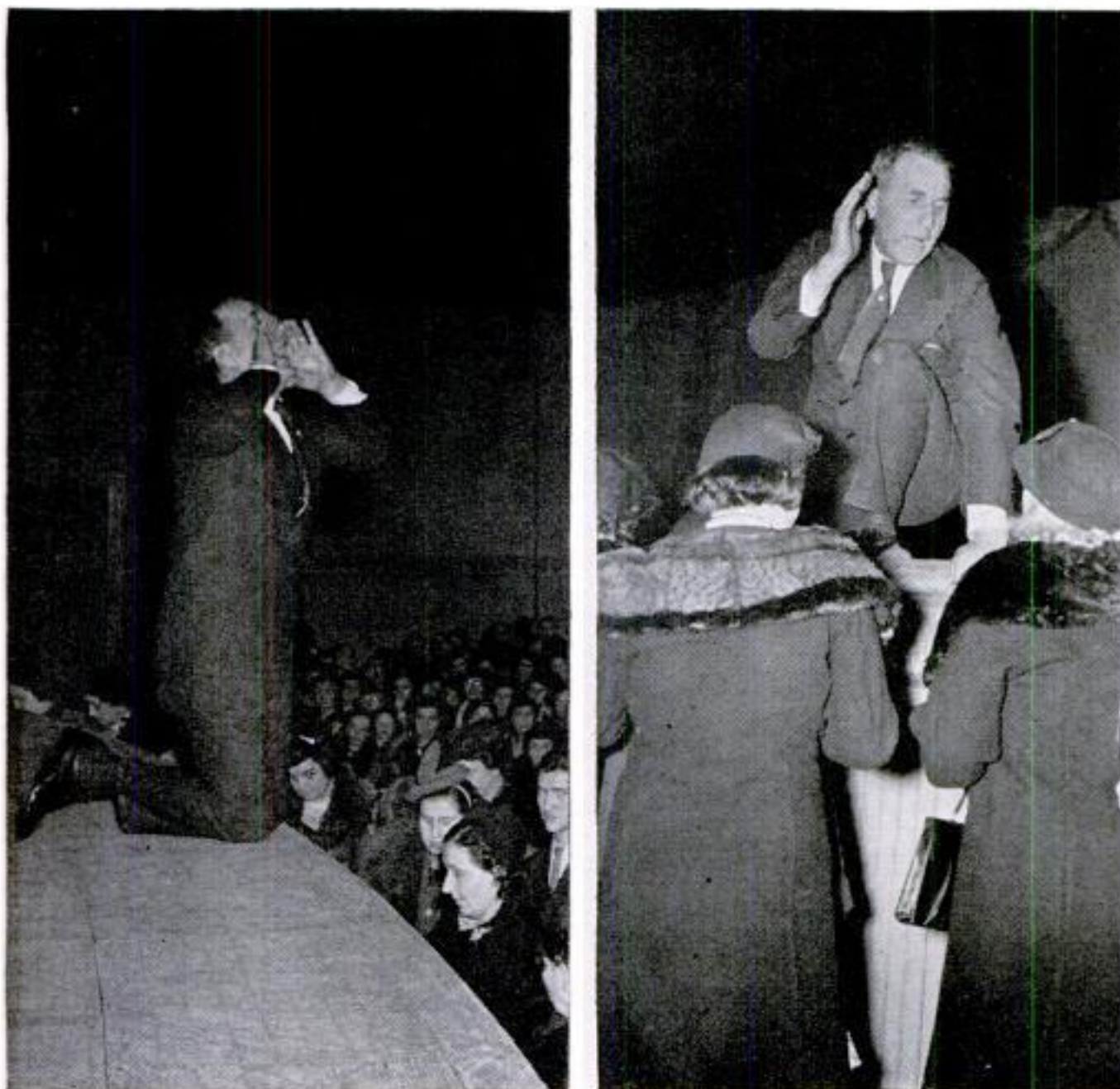




## Cadle has uninhibited platform style



"LOUDER SO THE LORD CAN HEAR YOU" "THE MERCY OF THE LORD IS GREAT"



"COME ON DOWN FROM THE GALLERIES" "I'LL SHAKE HANDS WITH EVERYONE"

For a big revival meeting, Preacher Cadle flew, March 9, to Dayton, Ohio. In Memorial Hall his animated preaching (see above), roused his audience of 3,000 to full revival pitch, brought them crowding to the stage shouting their repentance.



Ups and downs for Cadle are symbolized in two houses above. Five years ago, ousted from his Tabernacle and ruined in Florida real-estate collapse, he lived in house at left. Today his spruce residence (right) has Cadillac parked in front.

SHOW YOUR PRETTY TOES...

# Petticoat Pump

• Saucy young sandal with the new air of innocence. Petticoat scallops across your instep. The CUPID, pert patent. Or choose it in japonica or patio tan, blue, wine or white calf. Smooth, sleek-fitting. Walk-Over prices \$6.50 up. Slightly higher West. Geo. E. Keith Company, Campello, Brockton, Mass.

Walk-Over

# 4<sup>th</sup> GRAND SLAM with GRAFLEX!

The results of 1939's first important photographic contests are further evidence that the slogan "Prize-Winning Cameras" used by Graflex is founded on fact. Graflex-made Cameras captured all the major prizes for the third consecutive year in the New York Press Photographers' Association's Exhibit and established its fourth grand slam in Editor & Publisher's National News Picture Contest. If you, too, are interested in taking pictures that win prizes, glory and pleasure, ask your Dealer to show you cameras that make such records as these:

### 14 out of 16

In the 1939 New York Press Photographers' Competition Graflex and Speed Graphic Cameras were used in taking all the major prize-winning pictures and in taking 14 of the entire 16 photographs awarded prizes or honorable mentions. In each of the two previous contests 14 of 18 awards to photographers using still cameras were for pictures taken with Graflex-made Cameras.



### 15 out of 15

In the 1939 National News Picture Contest all 15 photographers receiving prizes or honorable mention used Speed Graphics. This is the fourth grand slam with Graflex-made Cameras—a perfect score every year since these national competitions began. To each national prize-winner went a Press Photography Award, symbolized in the gold, diamond-studded charm illustrated here.



### FREE CATALOG

Send today for free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon—or write your request—on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-43, Rochester, N. Y.

### FOLMER GRAFLEX CORPORATION

DEPT. L-43, ROCHESTER, N. Y., U.S.A.  
Send me free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**GRAFLEX Prize-Winning CAMERAS**



# Life goes to The Races

at San Marino, Calif., with peewee  
drivers of world's smallest cars

**T**rend in automobile racing for the past decade has been to smaller cars. Last winter this trend was carried to its logical extreme when a group of Los Angeles urchins lived up to their city's tradition for launching U. S. fads by building a fleet of "midget midget" racing cars, powered by real motors. They formed their own racing association, Junior Midgets of America, and hold races on their own track.

Drivers belonging to their association are from 6 to 14 years old. Cars cost \$75 to \$1,200 each, go as fast as 25 m.p.h. Sole purpose of the races is fun but the existence of the Junior Midgets proves an interesting point. Military experts like Captain Liddell Hart and George Fielding Eliot have pointed out that, while Europe's peewees drill with wooden guns, one of America's great advantages in wartime would be the early age at which boys learn about machines.



Ace Weber, 12, won helmet as midget championship prize.



Girl drivers like this nine-year-old one are numerous.

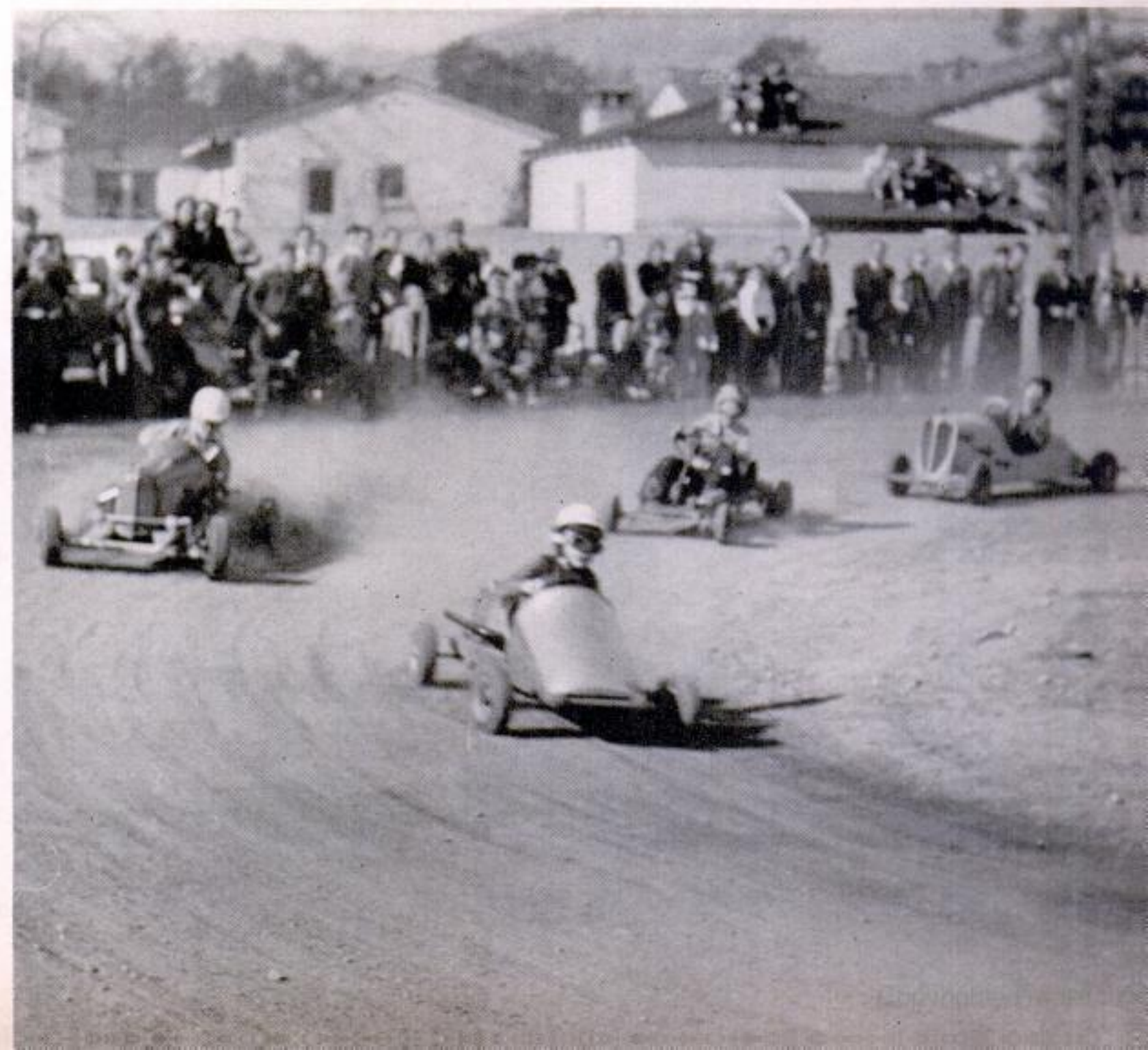


San Marino's midget races, widely advertised by Los Angeles papers, sometimes draw adult crowds of 2,000 to 5,000.

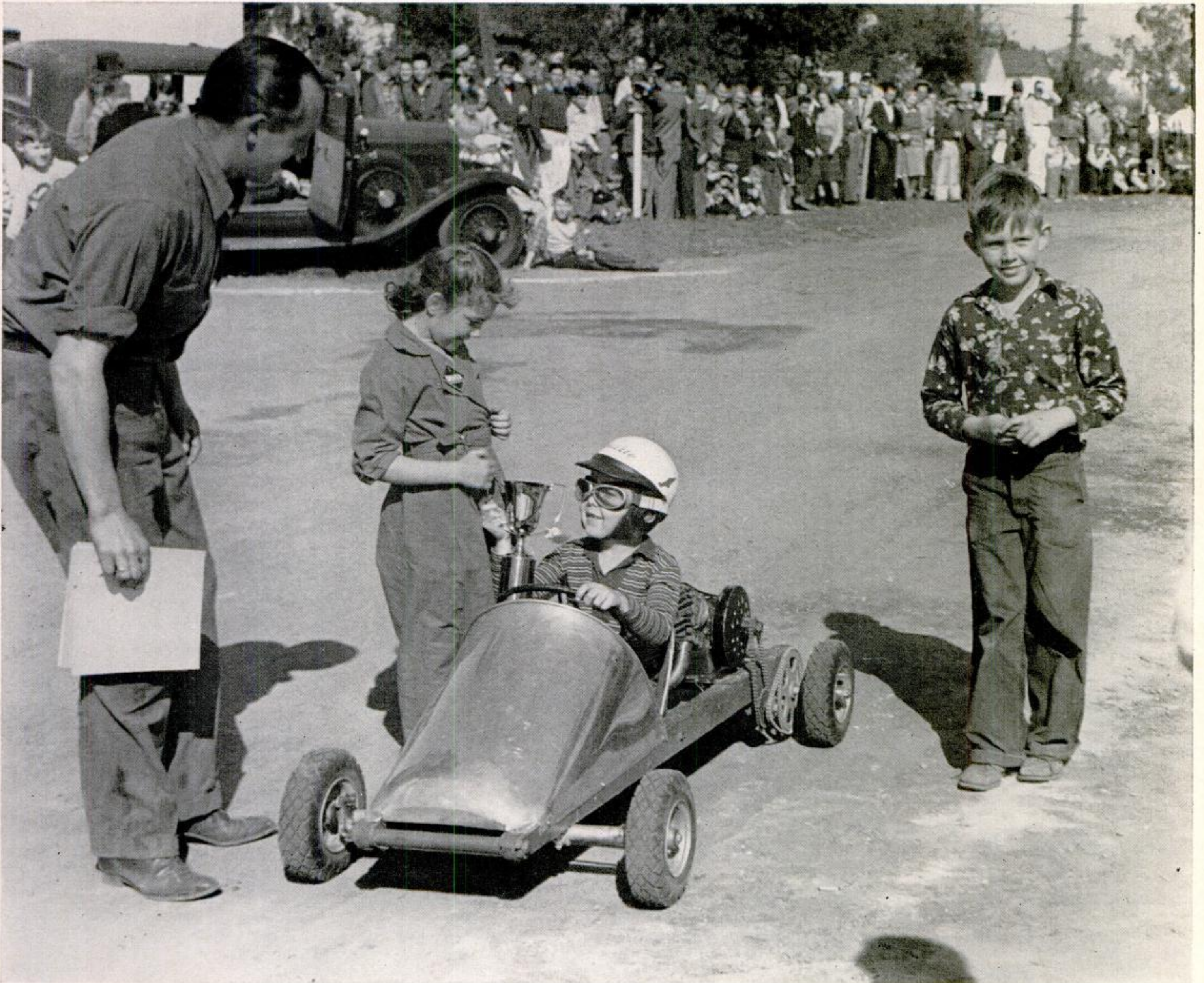
Races were held on the streets until the police objected. Drivers then built a 330-ft. oval dirt track in a vacant lot.

**Start of race** involves last-minute instructions to the drivers. Tiny wheels are assembled from discarded scooters or carts. Most cars are built by the owners with help of fathers

**Zooming around turns**, midget midget cars skid like real racers. Though cars sometimes turn turtle, the dirt track is so soft that no one gets hurt. Midget association has 42 members.





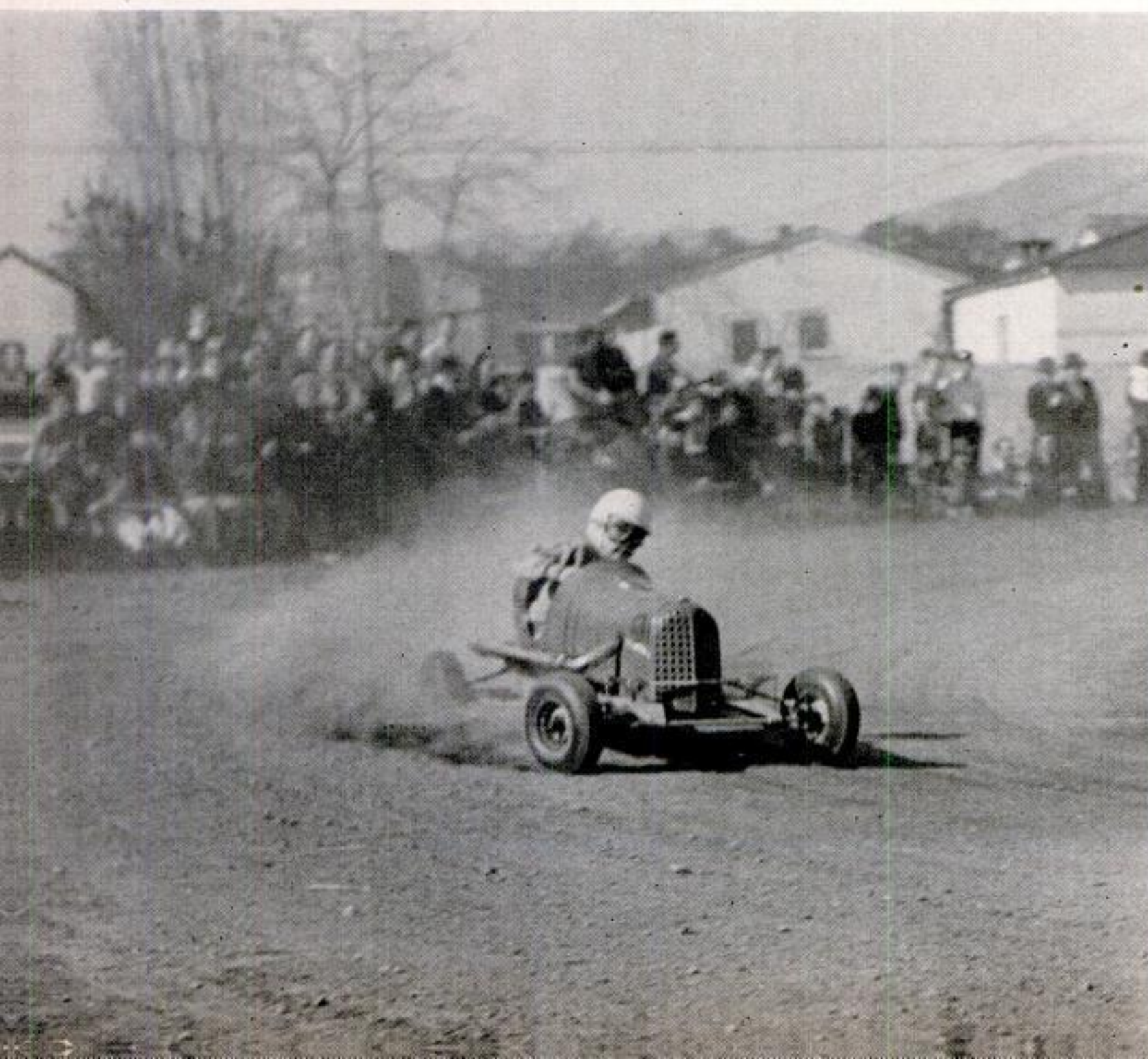


**Winner gets cup,** followed by a kiss from the donor. This procedure was copied from a movie about automobile racing.

*Roaring Roads.* Midget races are conducted according to A.A.A. rules for adult midget races, with pit stops, re-

pair crews and adult timers. They use the same flag signals. Cars are classed in A and B groups by pre-race time trials.

**Broadsiding around turn** is routine technique for expert midget drivers like Ace Weber, whose electrical-dealer father helped build his car. Entrance fee of 75¢ per race goes for track upkeep.



**Home-stretch dash** between two midgets starts as they round last turn. The one-cylinder cars have a maximum piston displacement of 9 cu. in. There are 21 cars in San Marino.



CONTINUED ON NEXT PAGE



COMPARE AND YOU'LL WEAR

*Styl-EEZ*  
A SELBY SHOE

AMERICA'S GREATEST  
SHOE VALUE AT

\$6.50

A few styles at \$7.50  
Slightly higher in  
Western States

KNOX

"THE SHOE THAT GIVES YOU  
EVERYTHING!"

**FASHION** . . . The smartest, most  
flattering collection of styles you've  
seen. Types for every feminine taste  
and foot . . . in leathers, colors and  
details of the hour!

**FEATURES** . . . Exclusive and beyond  
compare. The patented "flare-fit"  
innersole helps avoid wobbly ankles.  
The famous metatarsal and instep  
support means superb comfort!

**VALUE** . . . Test with the rest and  
you'll agree that here is the shoe that  
gives you everything . . . at the lowest  
price possible for such top quality.  
It's matchless!

THE SELBY SHOE COMPANY  
Portsmouth, Ohio

REQUEST

COLBY

DUCHESS

Copyright 1939, The Selby Shoe Company

Look to your local papers for more  
Styl-EEZ news . . . or write for  
the name of your nearest dealer.

IN CANADA, SELBY SHOES, LTD., MONTREAL • IN ENGLAND, SEXTON SON & EVERARD, NORWICH • IN  
AUSTRALIA, SELBY SHOES, LTD., SYDNEY • FOR MEN, WALL-STREETER SHOE COMPANY, NORTH ADAMS, MASS.

## Pewee Races (continued)



**Smallest car** in the association is owned by Bobby Pintarelli, 7. Average weight of midget cars is about 100 lb. Junior Midgets of America has aroused so much attention that it

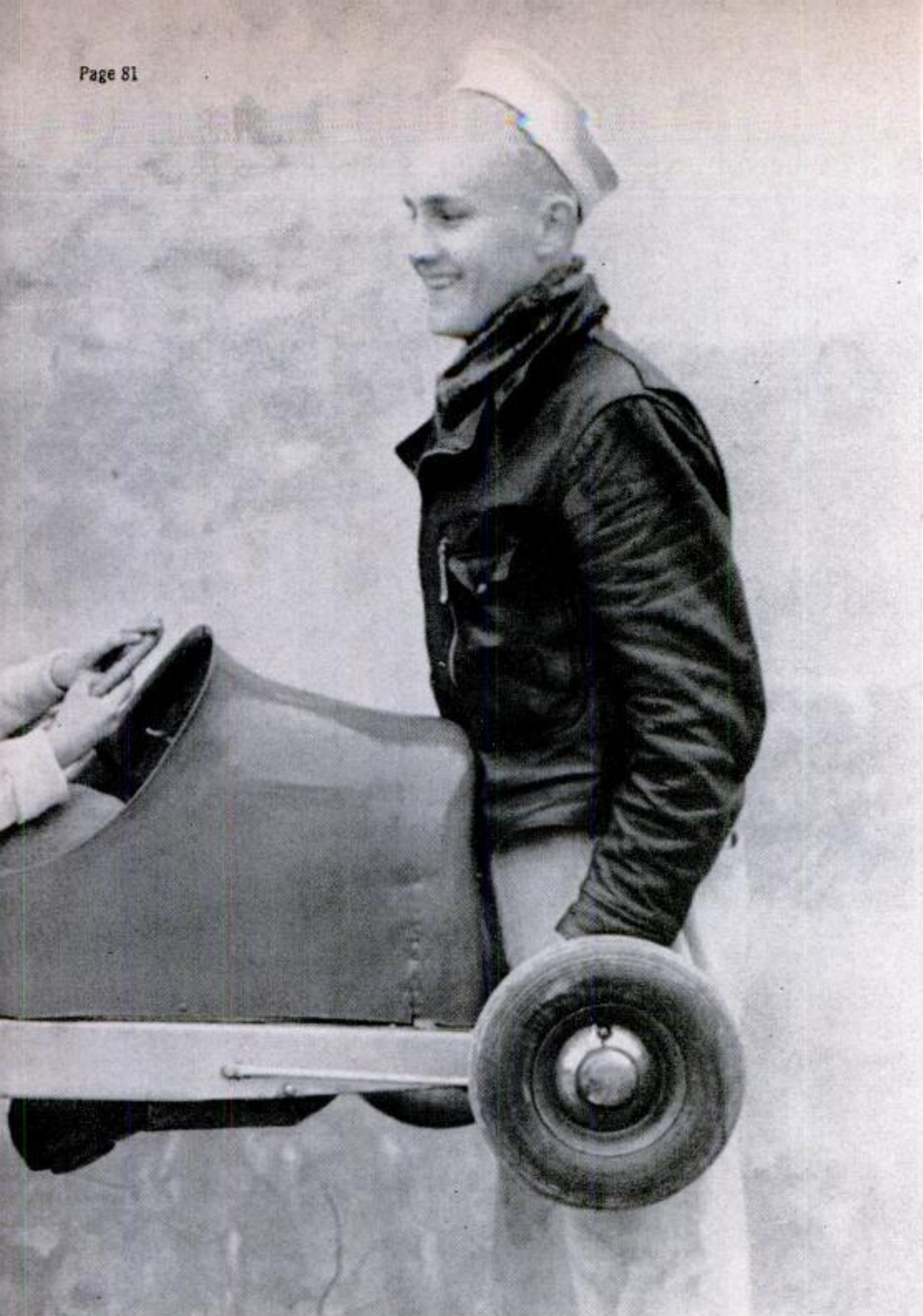


**Washing-machine motor**, donated by owner's mother, powers this midget. Midget cars average 100 miles on a gallon of gas, frequently break down after a few laps.

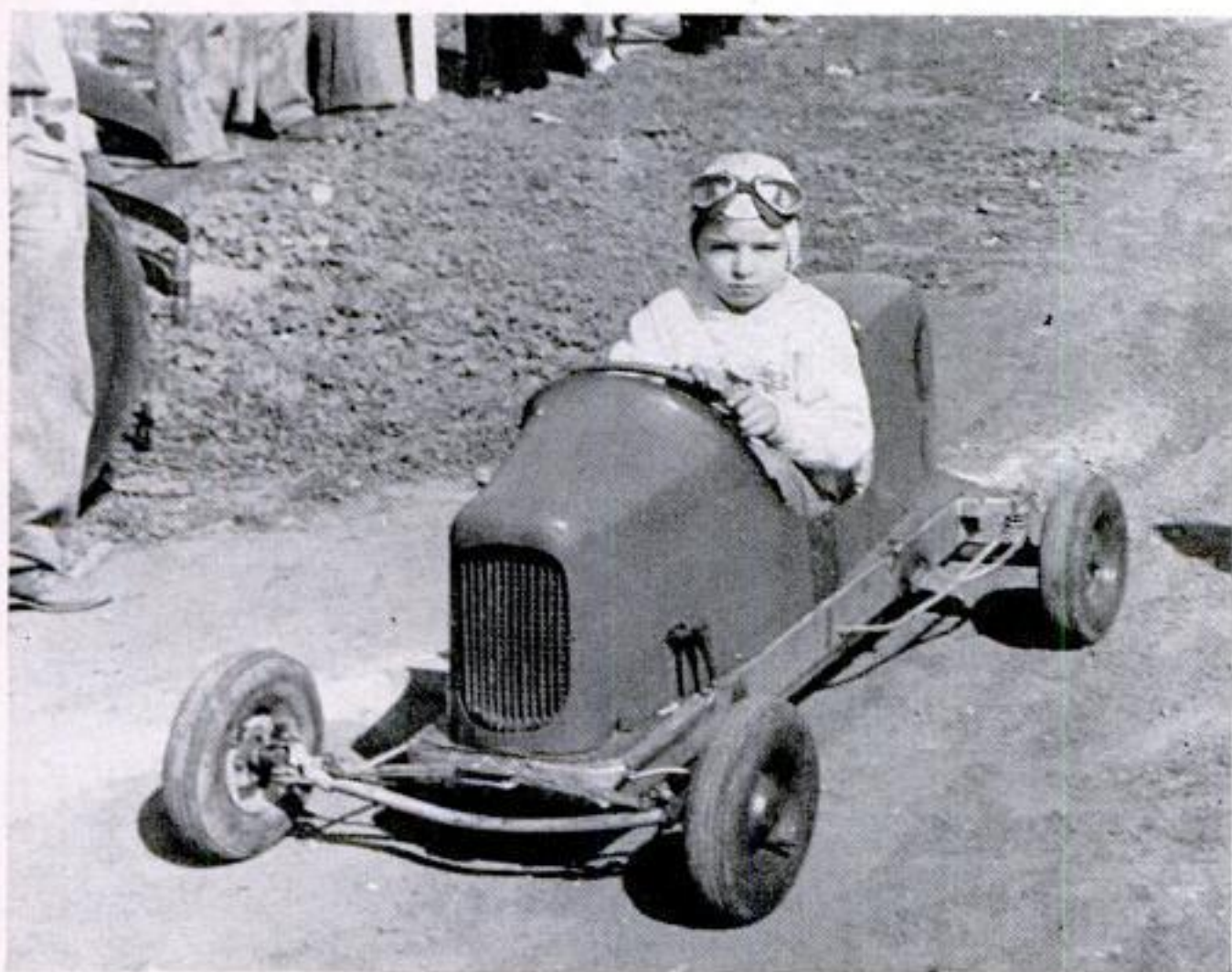
**Cups and prizes** for midget winners are donated by local garage owners and electricians who profit heavily from repair work. Races are held every Sunday afternoon.







will soon become a national organization. Several manufacturers, scenting a new U. S. sport craze, are planning to make midget midgets on a commercial scale selling for \$150.



Pintarelli midget racer is an exact copy of a real racer owned by Bobby Pintarelli's father, who runs a Pasadena garage. No driver had been injured after 40 races.

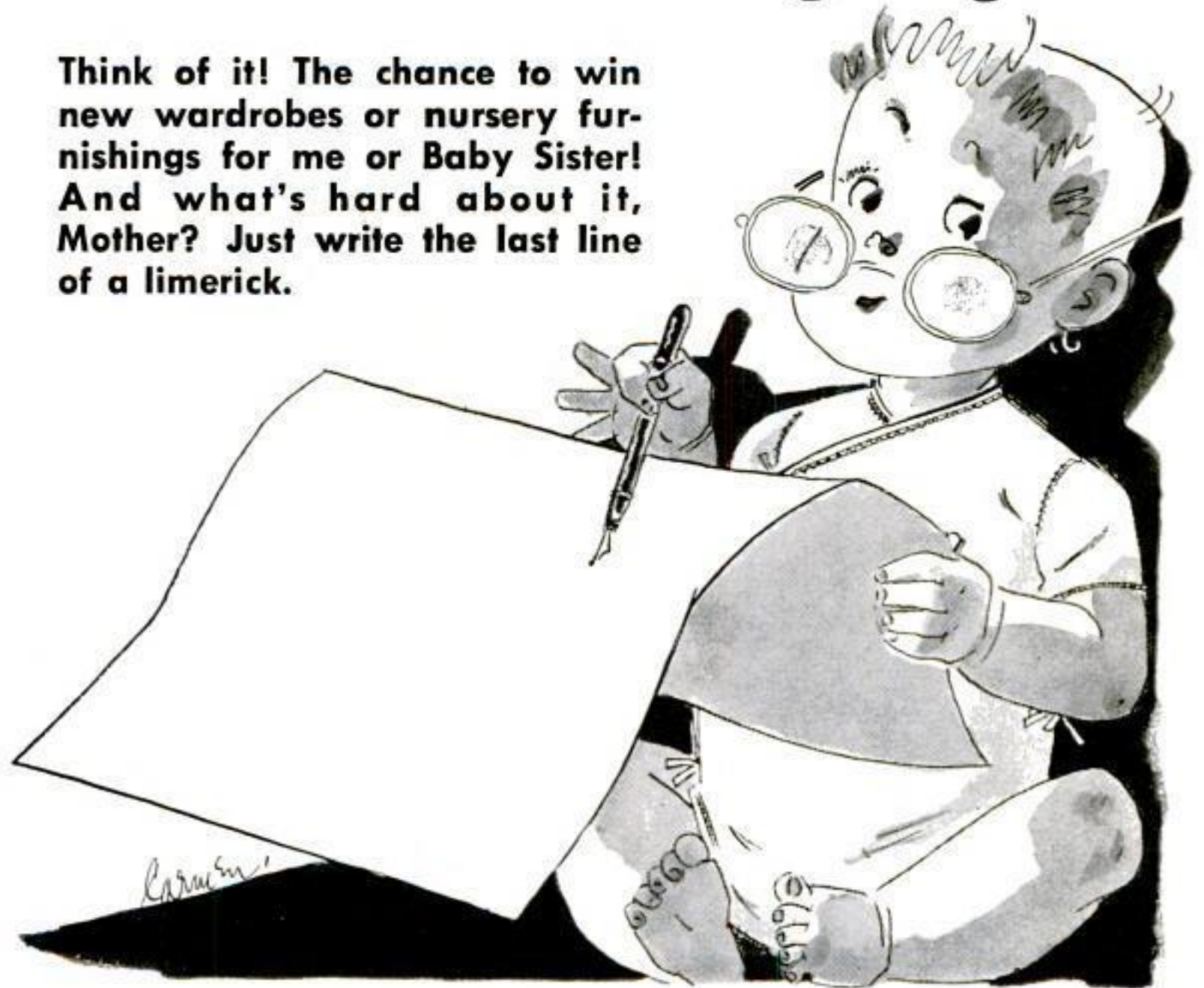
Parked on lawns after races are over, midget midgets are greatly admired by the young girl-friends of owner, who must keep hands off. No sabotage has been reported.



# \$300<sup>00</sup> Mother!

## Vanta Comes Through Again!

Think of it! The chance to win new wardrobes or nursery furnishings for me or Baby Sister! And what's hard about it, Mother? Just write the last line of a limerick.



What do you know! Would you believe it! Vanta's done it again! Vanta was *first* to make garments without pins or buttons — *first* to sterilize garments the way they do in hospitals — *first* to make those wonderful health fabrics, Vantalin and Silvalining — *first* to put seams on the *outside* so they won't rub or chafe.

And now — can it be true! — they're offering us a chance to win \$300 and 111 other prizes, too! \$300, just for writing the last line of a limerick about the Vanta Garments every mother knows and wants.

### Don't Delay. Contest closes April 8th

Go to the Infants' and Children's Department of your favorite store. There you will find an assortment of Vanta garments in sizes from birth to 12 years old. These are the garments you'd choose for your baby because of their modern scientific features — their exclusive designs, their safe hospital-sterilized packaging.

You'd choose Vanta Garments for your baby even if you didn't have the

chance to win one of the 112 valuable prizes. Any modern mother would. Here's a chance to double-up! Get Vanta quality, comfort, and scientific design *plus* a contest Entry Blank and maybe a wonderful \$300 outfit for your tiny baby, your growing-up babies — or yourself! Come on! It's easy. It's fun!

### 112 Chances to Win!

**1st PRIZE** — a \$300 outfit for your baby might include all of these things:

100-piece Vanta layette; imported hand-made dresses, sweaters, booties, hood shawl, sacques, fur carriage robe, crib puff:

Hand-painted crib with hair mattress; scale, wooden play-yard, toy chest, high chair, bottle sterilizer, rubber tub, clothes dryer, nursery screen, de luxe perambulator.

**2nd PRIZE** — a \$150 outfit for your baby

**3rd PRIZE** — a \$75 outfit for your baby

(For any of these prizes you may choose whatever items you wish from the Infants' and Children's Department of the store where you buy Vanta Garments. Or — you may spend part of the prize-money on purchases for yourself in other departments of the store.)

109 other prizes of famous Vanta merchandise worth from \$20 to \$2

### HOW TO ENTER THE VANTA CONTEST

Get an Entry Blank in the Infants' and Children's Department of your favorite store selling Vanta Garments. Write the last easy line for the limerick on the Entry Blank and send it with your sales slip showing a purchase of \$1 or more of Vanta merchandise to the Earnshaw Knitting Company, Newton, Mass. Send as many contest entries as you like, but each entry must be accompanied by a sales slip, as above. Anyone may enter — mothers, aunts, grandmothers — or friends. Contest closes April 8, 1939. This contest is limited to the United States. In the case of ties duplicate prizes will be awarded.

## Vanta Garments FOR INFANTS AND CHILDREN

Earnshaw Knitting Company • 148 California Street • Newton, Mass.



# Carlsbad Caverns

are **In new Mexico**  
THE LAND OF ENCHANTMENT

Carlsbad Caverns, the National Park that is underground, is justly considered one of the wonders of the world. Created by nature sixty million years ago, used as a home by prehistoric tribes three thousand years ago, they are today under Park Service management, with seven miles of lighted trails, ranger guides and even an elevator that rises higher than the Washington Monument. Majestic, awesome, amazing as the Caverns are, they are but one of the many strange and different sights that thrill the traveler in New Mexico. With eight National Monuments, eighteen Indian pueblos, eight million acres of National Forest, prehistoric ruins, and Mission Churches a hundred and fifty years older than any others north of the Rio Grande, New Mexico is packed with sights that few travelers have seen. If you travel in the West this year, see Carlsbad Caverns and see New Mexico, Land of Enchantment. Send for free booklet that tells more about it!

## NEW MEXICO STATE TOURIST BUREAU

New Mexico State Tourist Bureau,  
Room 541, State Capitol  
Santa Fe, New Mexico  
Gentlemen: Please send your free booklet "Two Weeks in New Mexico" and your Official 1939 Road Map to:

Name.....  
Address.....

## PICTURES TO THE EDITORS

### MODEL GARDENS

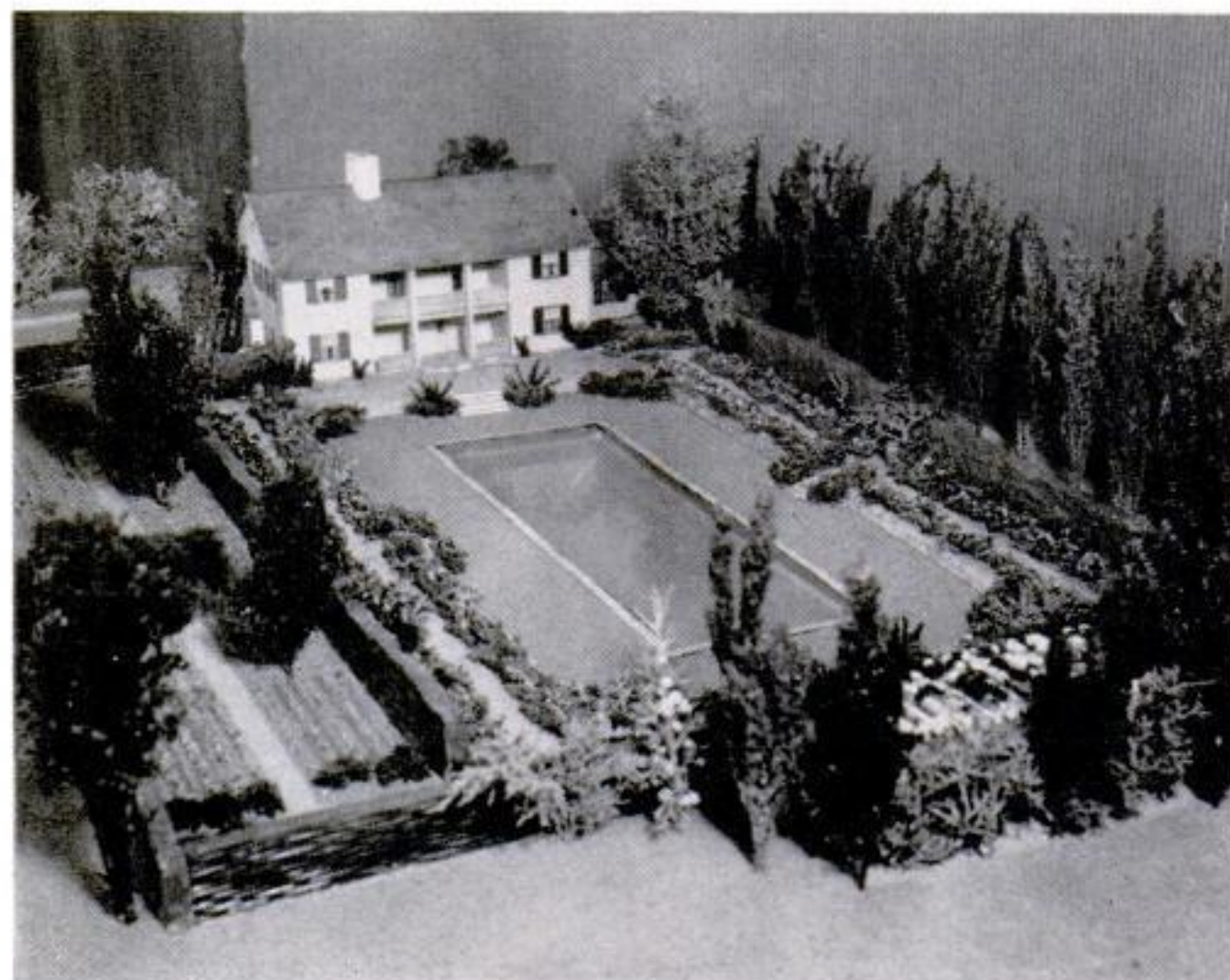
Sirs:

In your March 20 issue you showed designs by landscape architects for landscaping to go with the LIFE houses. The Department of Landscape Architecture at this University has been doing some similar work. Besides designing landscapes for the LIFE houses, we have actually set them up in model form around the model houses you distributed.

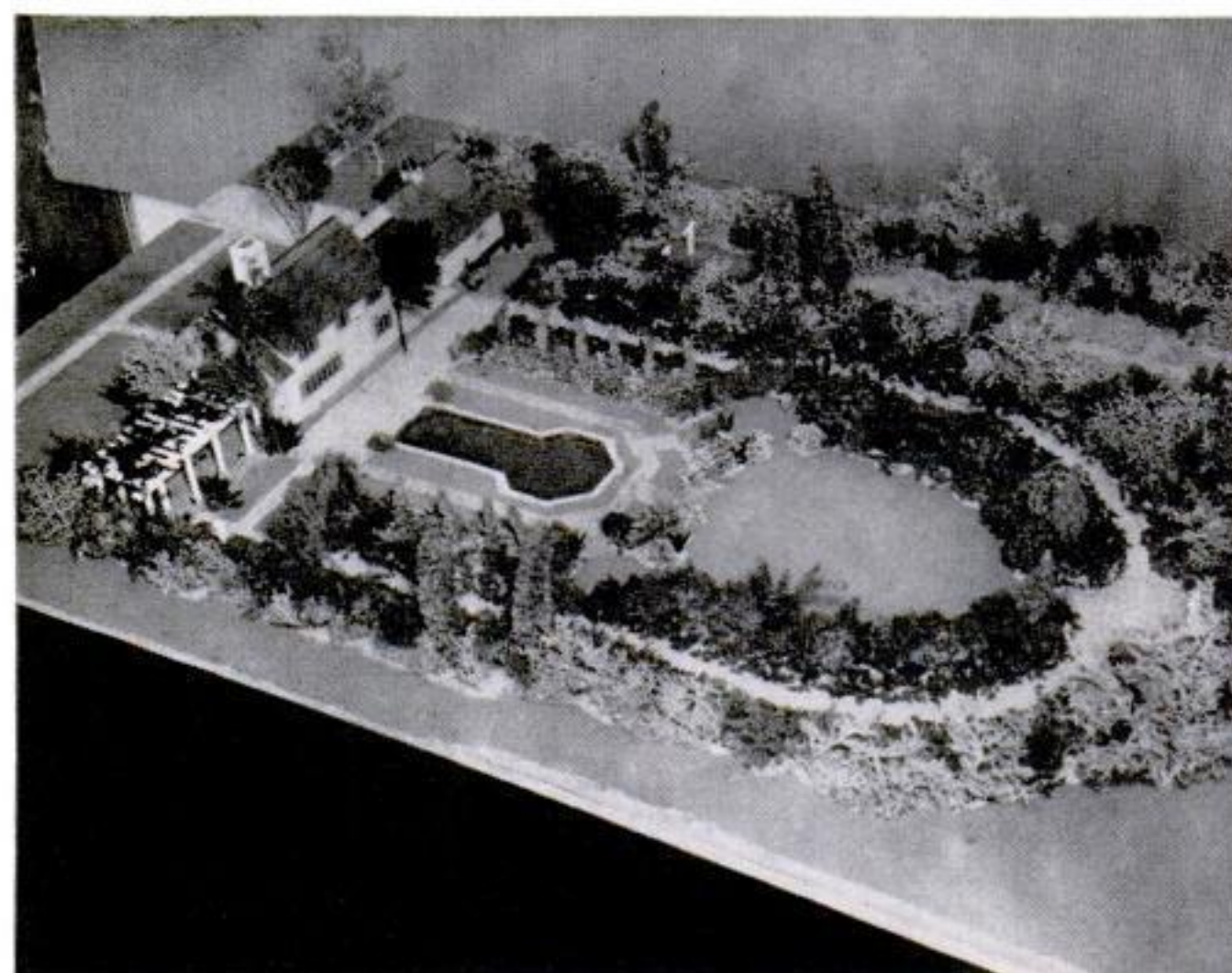
The ideal method for designing houses and gardens is for the architect and landscape architect to collaborate. This is seldom done, however; and in the present instance the gardens have been designed without any contact with the architects who designed the houses.

L. S. MORRIS

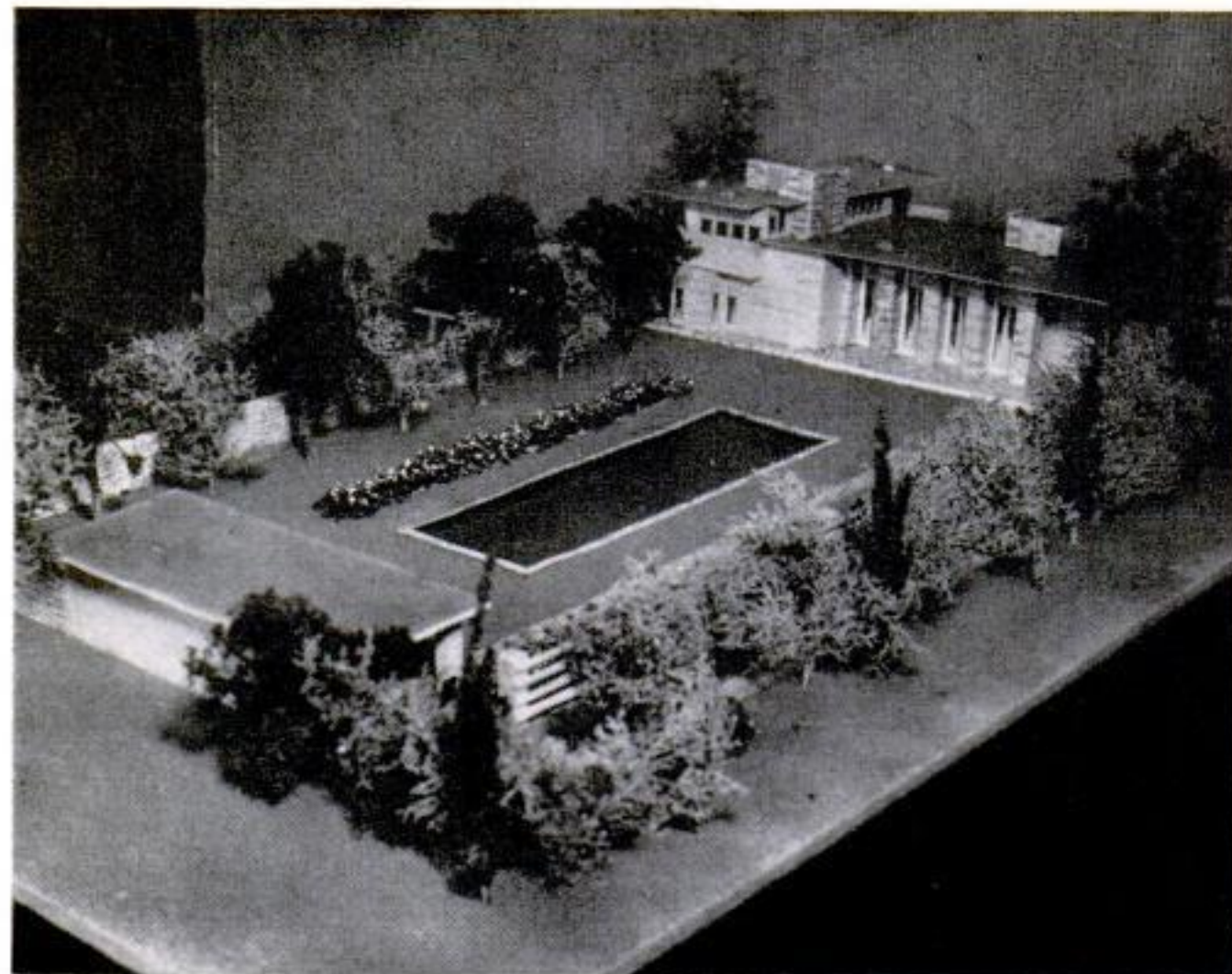
Professor of Landscape Architecture  
Brigham Young University  
Provo, Utah.



"TRADITIONAL"—\$10,000-\$12,000 INCOMES: SUNKEN GARDEN & REFLECTING POOL



"TRADITIONAL"—\$5,000-\$6,000 INCOMES: GARDEN TERRACED ON THREE LEVELS



"MODERN"—\$5,000-\$6,000 INCOMES: OFF-CENTER GARDEN, POOL AND SHELTER

## For Your 'CLUB' AT HOME Royalchrome RECREATION ROOM FURNITURE



**R**oyalchrome Recreation Room furniture accurately reflects the essential character of Life Houses. It has the same intrinsic qualities of design and utility.

A recreation room furnished with Royalchrome exudes cordial hospitality. Your family and friends will love it. Children and guests can't hurt it.

It will be your little exclusive club at home for active play or restful relaxation.

It costs very little to furnish a room with Royalchrome. A sofa, the convertible bridge and poker table, and the Hide-away bar will work wonders with attic, basement or spareroom.

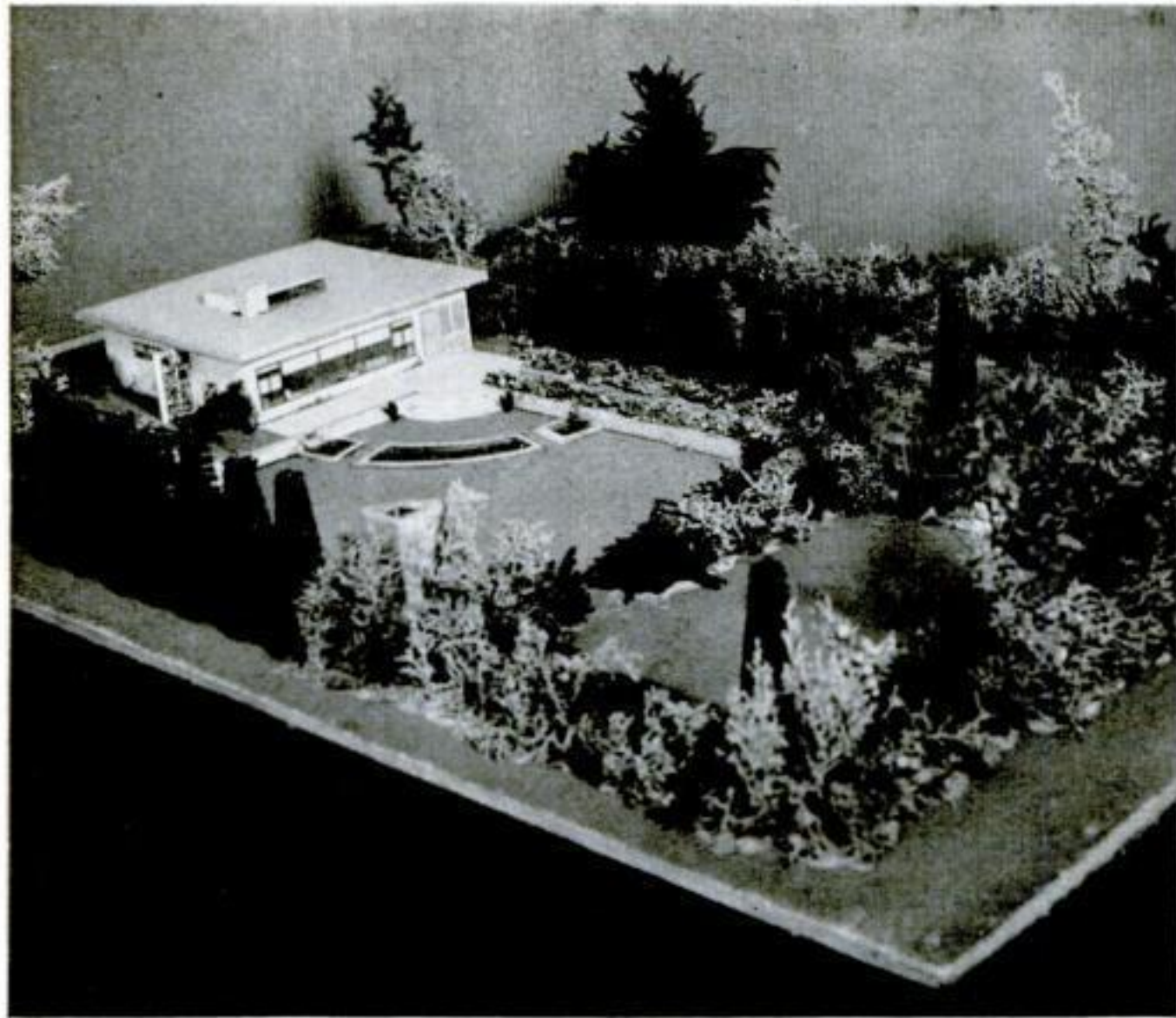
See these and other Royalchrome pieces at your leading department store.

A beautiful booklet illustrating recreation room interiors will be sent to you upon request. Booklet also shows Siesta summer furniture groups. Address

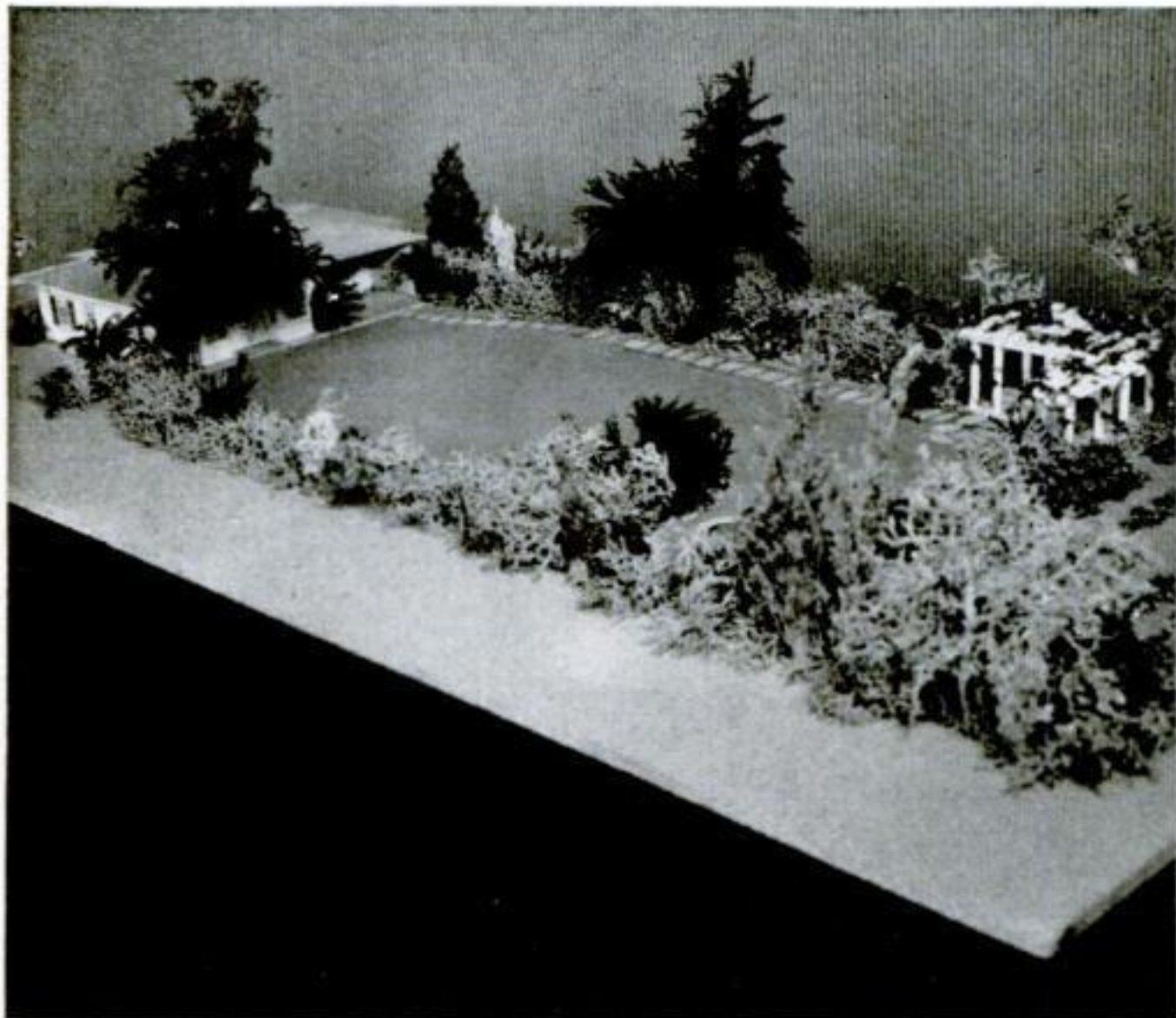
## ROYAL METAL MFG. CO.

Park Row at Michigan Blvd., Chicago  
NEW YORK • LOS ANGELES  
Factories: Michigan City and Toronto

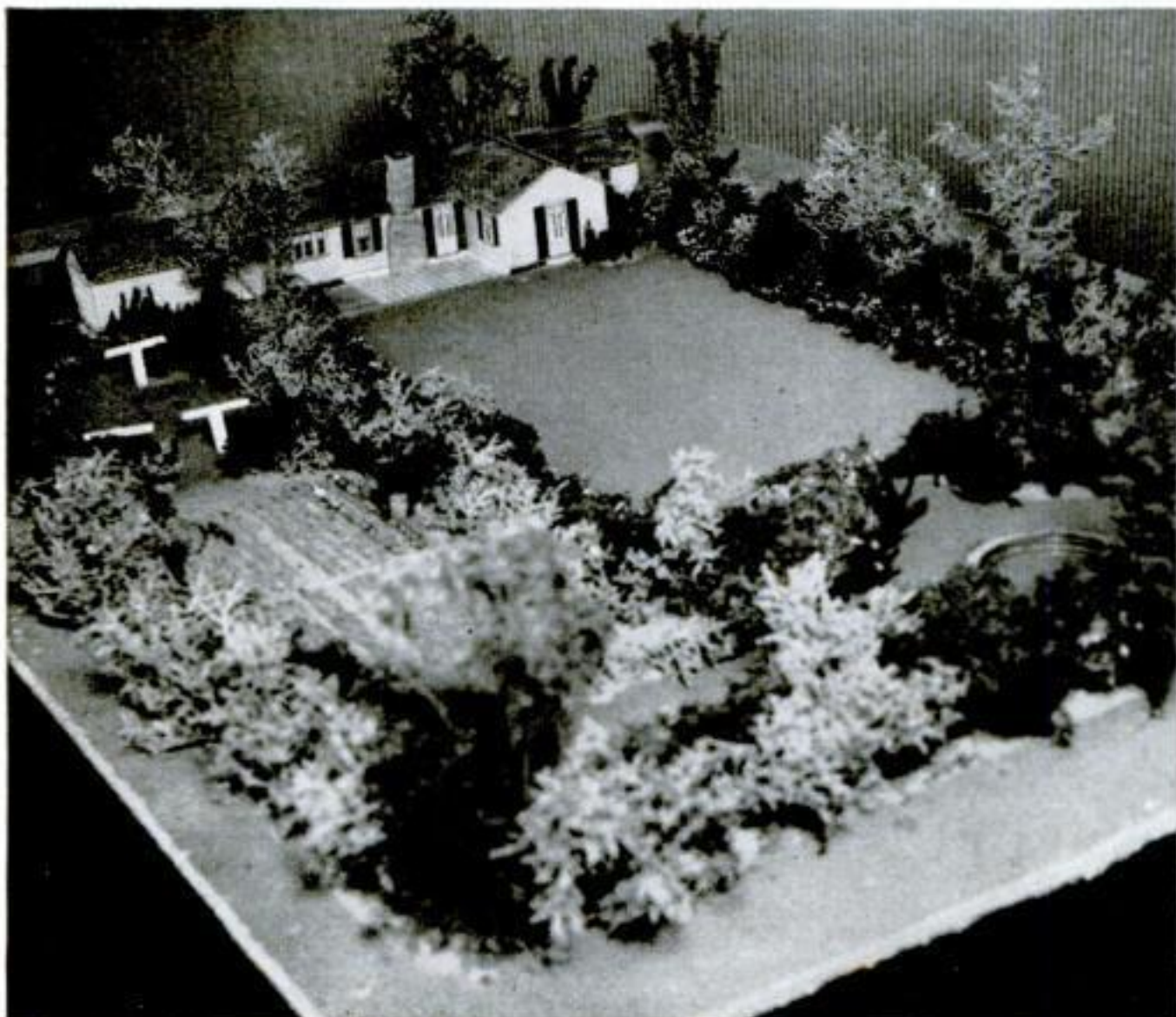




"MODERN"—\$2,000-\$3,000 INCOMES: GARDEN SLOPING TOWARD ROW OF POOLS



"TRADITIONAL"—\$3,000-\$4,000 INCOMES: INFORMAL GARDEN WITH PERGOLA



"TRADITIONAL"—\$2,000-\$3,000 INCOMES: SIMPLE LAWN WITH FLOWERS, SHRUBS

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# THE MARRIED LIFE OF THE MARTINS

**JIM'S SLEEPLESS NIGHTS WERE MAKING HIM OLD BEFORE HIS TIME until...**

**LATER THAT SAME MORNING**

**JIM:** I TELL YOU THESE SLEEPLESS NIGHTS HAVE ME DOWN, MARY LOU...  
...AND IT CAN'T BE MUCH OF A LIFE FOR YOU, MARRIED TO AN OLD MAN LIKE I'M GETTING TO BE...

**MARY LOU:** HONEY, DON'T TALK THAT WAY...

**JIM:** IT'S REALLY AWFUL--FOR BOTH OF US, ADA. I'D GIVE ANYTHING IF I KNEW WHAT TO DO.

**MARY LOU:** WELL, WHY HAVEN'T YOU STARTED JIM TAKING OVALTINE?

**MARY LOU:** OVALTINE? YOU MEAN THAT "PROTECTING" FOOD-DRINK?

**JIM:** YES--THEY SAY THOUSANDS OF PEOPLE TAKE IT EVERY NIGHT AS A SORT OF "SLEEP INSURANCE"--AND FOR NEXT-DAY ENERGY! TRY IT!

**JIM:** SO JIM HAD AN OVALTINE NIGHTCAP THAT NIGHT...AND...

**NEXT MORNING**

**JIM:** MAN! WHAT A SLEEP! I FEEL LIKE A COLT IN CLOVER.

**MARY LOU:** REALLY, JIM, YOU LOOK LIKE A DIFFERENT PERSON!

**"NIGHTCAP TIME" SEVERAL WEEKS LATER**

**JIM:** HONEY, DO YOU REALIZE HOW MUCH MORE WE'RE GETTING OUT OF LIFE THESE DAYS?

**MARY LOU:** I HAVEN'T BEEN SO HAPPY SINCE WE WERE FIRST MARRIED.

**JIM:** THANKS TO OVALTINE!

## Why Thousands Are Adopting This New "Sleep Insurance" Idea...

*For Next-Day Energy, More Abundant Vitality*

ALL over the world there is one "nightcap" that stands supreme. A protecting food-drink that thousands are taking every night as a sort of "sleep insurance."

It is called *Ovaltine*—and they take it for the heightened energy that follows deep, relaxing sleep!

*Ovaltine* is not a medicine — contains no sleep drugs of any kind. It helps the body relax normally. Relieves that feeling of "inner tension."

Also important—*Ovaltine* provides certain types of food elements needed to prevent muscular and nervous irritability that, according to some authorities, may cause night-time tossing.

In addition—*Ovaltine* is a protecting food with special elements to help build up vitality while you sleep. It helps replenish worn-out muscle, nerve and body cells. And furnishes valuable minerals,

proteins and the important Vitamins A, B, D, and G.

So—for sleep that really rests you, for increased "staying power" and resistance to fatigue—start taking *Ovaltine* tonight. Get a can at any grocery or drug store.

### 2 NIGHTS' TRIAL CAN

OVALTINE, Dept. S9-LM-3A, 360 N. Michigan Ave., Chicago, Illinois  
Send me your trial size can of Ovaltine — enough for a 2-nights' test. I enclose 10c to cover cost of handling and mailing. (1 to a person.)

Name.....

Address.....

City.....State.....

**OVALTINE**  
Promotes Sound, Natural Sleep





## "No more 'tired' 'let-down feeling' for me"

"—I feel and look better  
—there is color in my  
cheeks  
—my appetite is keen  
—my weight is back to  
normal.

"This I am noting in my Diary  
and I give full credit to S.S.S.  
for causing me to 'feel like  
myself again.'"

So we suggest—

Don't try to get well in a day...this  
is asking too much of Nature. Re-  
member, she has certain natural pro-  
cesses that just cannot be hurried.

Therefore, if you are pale, tired,  
lack a keen appetite, have lost  
weight and feel run-down... a  
frequent sign that your blood-cells  
are weak—then do try in the sim-  
ple, easy way so many millions ap-  
prove—by starting a course of S.S.S.  
Blood Tonic.

### an aid to digestion

S.S.S. Tonic will help you to en-  
joy and get more value out of the  
food you eat... it whets the appe-  
tite... and stimulates natural di-  
gestive juices... a very important  
step back to health.

You, too, will want to take S.S.S.  
Tonic to help regain and maintain  
your red-blood-cells... to restore  
lost weight... to regain energy...  
and to give back to your skin that  
much desired natural glow.

Buy and use with complete con-  
fidence, and we believe you, like  
thousands of others, will be enthu-  
siastic in your praise of S.S.S. Tonic  
for its part in making "you feel  
like yourself again."

At all drug stores in two sizes.  
You will find the larger size more  
economical. © S.S.S. Co.

.. In the Spring take

**S.S.S. TONIC**

## PICTURES TO THE EDITORS

(continued)



### RIVERA'S FRIEND

Sirs:

In your color photo taken in Diego  
Rivera's home (LIFE, Jan. 23) the pet  
dachshund is included, but I missed  
Fulan-chang, a black monkey from the  
Isthmus of Tehuantepec, who is a con-  
spicuous member of the Rivera household.

Most visitors are afraid to treat him as  
an equal—a fact which he, naturally, re-

sents. (When I offered him a pencil to  
shake instead of my finger, he promptly  
sucked out the eraser and ate it.) But in  
his master he has found a trustworthy  
friend who understands and loves him.  
When I took these intimate glimpses,  
Fulan-chang was "reciprocating."

Artist Rivera says his pet's Mexican  
name means "Any Old Monkey."

BOONE SAXON

Mexico, D.F.



### BOTTLE DANCER

Sirs:

Something new in London is the bottle  
dance of Rassana, world champion aerial-

ist and balancer. She poises, as you see,  
on the tops of beer bottles. This picture  
was taken at the Earl's Court ice rink.

T. P. BENTLEY

London, England

## LIFE'S PICTURES



Martin Harris, who took the color pic-  
tures of the WPA's *Pinocchio* on pages  
32-33, is a 27-year-old New Yorker.  
Three years ago Photographer Willard  
Van Dyke gave Harris his first camera  
and became his exacting tutor. Harris  
took several of the pictures for the story  
on Hobbies (LIFE, Jan. 2). His ambi-  
tion: to take pictures in China. His color  
pictures of *Pinocchio* were taken with  
multiple-flash equipment.

The following list, page by page, shows  
the source from which each picture in  
this issue was gathered. Where a single  
page is indebted to several sources credit  
is recorded picture by picture (left to  
right, top to bottom), and line by line  
(lines separated by dashes) unless other-  
wise specified.

- COVER—EISENSTAEDT-PIX  
4—JOHN GUTMANN-PIX  
6—Cen. I. A. P., AUTOGRAPH COLLECTION OF  
ADELINE ROBERTS—cen. bot. MARTIN HARRIS,  
INT.—bot. W. W., AUTOGRAPH COLLECTION OF  
WALTER R. BENJAMIN  
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*"I April Fooled him Twice!"*



**1. You should have seen his face!** "Gosh, Joe," he says, "I sure fell for that one." He takes it like a man though; so I buy him a drink. "I want to Double My Enjoyment of this," I tell the bartender, slipping him a wink. He's wise, and sets us up a couple of drinks of that swell whiskey with No Rough Edges...



**2. Bill takes a sip** and, for the first time, smiles as though he really means it. "No hard feelings?" I ask him. "Nope," he says, "Not when you start buying me expensive whiskey like this."



**3. "April fool again!"** I yell, "This is TEN HIGH—and it costs less than that whiskey you've been drinking!" He agrees that the joke's on him, but says it's worth it to find out about tasty TEN HIGH!

## Why Ten High has "No Rough Edges"

Until you taste TEN HIGH you'll find it hard to believe that any whiskey at any price can be so rich, yet be so gloriously light in body! And here's the secret:

TEN HIGH is distilled under doubly careful control in the world's largest distillery. Nothing is left to chance—so "No Rough Edges" can mar its perfectly balanced, light-bodied flavor. Check the difference yourself *today*. Ask for TEN

HIGH at your favorite bar or liquor store. It costs no more to Double Your Enjoyment of your favorite drink! 90 Proof. Hiram Walker & Sons Inc., Peoria, Illinois.



# TEN HIGH

STRAIGHT BOURBON WHISKEY

*Double your enjoyment with*



"Clinging to a tiny platform 600 feet in the air puts a big strain on my nerves," says Charles A. Nelson, steel inspector of the New York World's Fair. His rule to ease nerve tension: "Pause now and then —

## LET UP — LIGHT UP A CAMEL"



**LIKE SO MANY OTHERS** at the New York World's Fair, Charley Nelson makes it a rule to break the nervous tension of crowded days by pausing every now and then to let up—light up a Camel. Observe, on your visit to New York's greatest exposition, how smoothly everything goes. Also note how many people you see smoking Camels, by far America's largest-selling cigarette. There are dozens of memorable sights to see at the New York World's Fair—but don't spoil the fun by letting your nerves get tired, fagged. Pause every now and then—let up—light up a Camel—the cigarette for mildness, rich-ripe taste—and comfort!

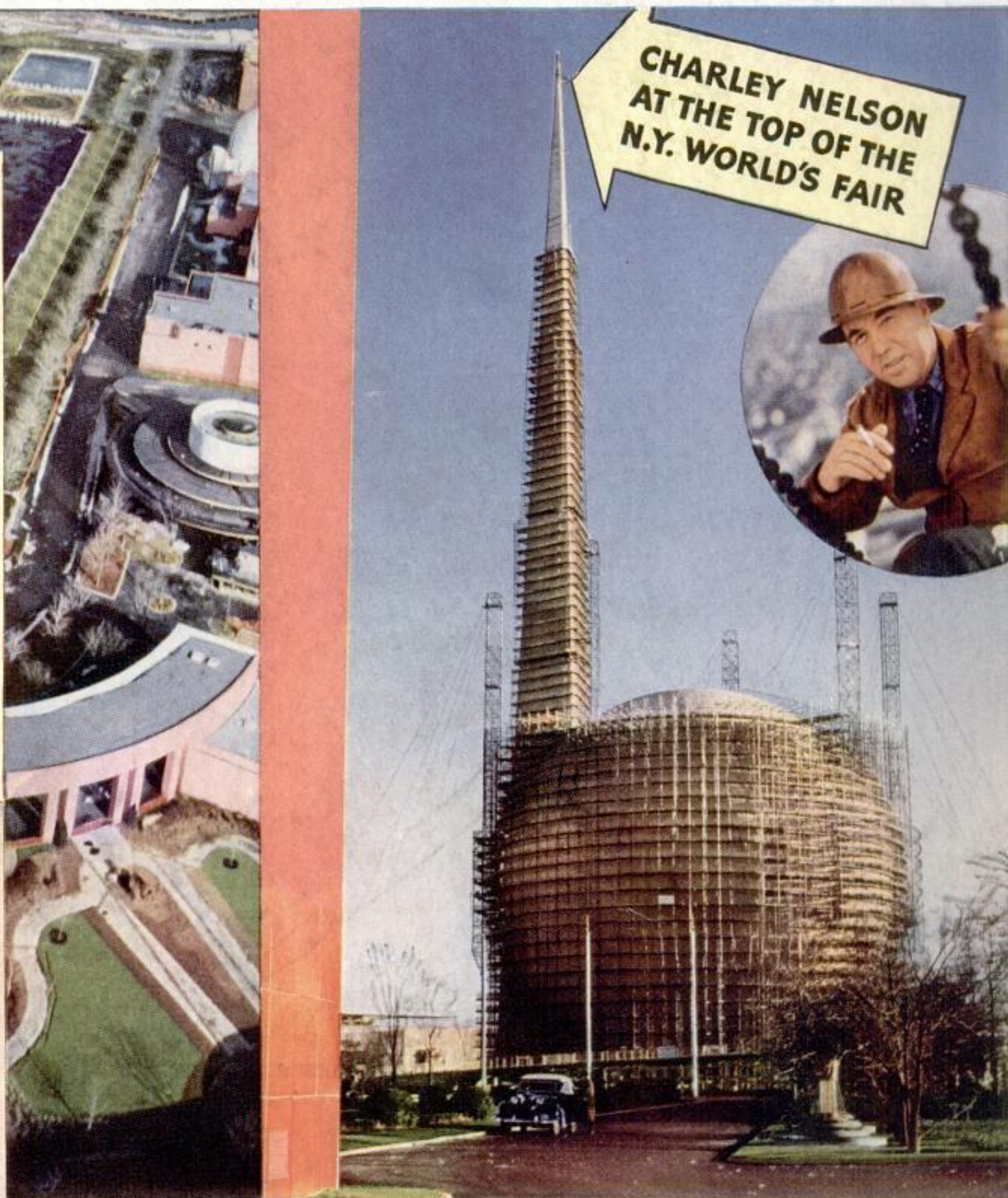


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**THE GREAT "SPIKE AND BALL"** (above right) is the theme center of the New York World's Fair—the Trylon and the Perisphere—7000 pieces of steel joined by a quarter of a million rivets. It's the trying job of Inspector Nelson to check these two huge shells at every vital point. He says: "I've got to know every inch of that steelwork. It's a nerve-straining job, hanging onto girders hundreds of feet up, but I can't afford to get jittery. I

have to sidestep nerve tension. It's my rule to ease off occasionally—to let up—light up a Camel." (Notes on the two structures above: The great ball will appear to be supported by fountains concealing the concrete foundation pillars. At night, the ball will seem to rotate—an illusion to be created by lighting effects. Inside, a vast circular panorama will depict "The World of Tomorrow." The towering Trylon will be the Fair's broadcasting tower.)



**300 FENCING MATCHES** and exhibitions are credited to Rosemary Carver, expert with the flashing foil. "Fencing drains the nerves," she says. "But I can't take chances on being tense, jittery in the midst of a fast riposte, parry, or lunge. Throughout the day, and after a match, I rest my nerves—I let up—light up a Camel. I find Camels soothing, comforting to the nerves. And Camels taste so good!"



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SOOTHING TO THE NERVES**

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